

Zara??"rapid fire fulfillment assessment



**ASSIGN
BUSTER**

It will also explain what advantage Ezra has against the competition by having a very responsive supply chain. Next this paper will explain what advantage Ezra gains from replenishing its stores multiple times a week compared to a less frequent schedule and how the frequency of replenishment affects improved customer satisfaction. Finally, this paper will provide information on infrastructure Ezra needs in order to operate its production, distribution, and fast fashion retail network effectively. Strategy Sara's owner and management have a strategy that is known as, precise rhythm.

This means orders are sent in twice a week to keep merchandise fresh. They can keep a variety of merchandise in stores for customers purchase. Out of stock items are less of an issue because Ezra continues to have new products to choose from (K. , Ferrous, M. A. Lewis, J. A. D. Mach, 2004). Advantage First, they have control on their inventory. Their process is to only have a limited amount on hand so a particular product will sell out so others will be purchased (K. , Ferrous, M. A. Lewis, J. A. D. Mach, 2004). This also allows for the new products to be brought on a continual basis.

Higher profit margins are the end result. They also take the information customers want and can immediately send it to designers for production (K. , Ferrous, M. A. Lewis, J. A. D. Mach, 2004). Second, they have a rhythm they stick to that keeps orders filled in a timely manner so all stores get products in most situations over-night. Finally, all merchandise is the same quality as higher priced retailers but made with less expensive material, ticketed at the warehouse and ready for sale when they hit the stores (K. , Ferrous, M. A. Lewis, J. A. D. Mach, 2004).

Some of the 300, 000 new products they offer every year are children's apparel along with women's and men's apparel. Schedule Ezra offers more new products faster than other retailers because of their production process. They have over 200 designers in house to create new merchandise at a faster pace (K. , Ferrous, M. A. Lewis, J. A. D. Mach, 2004). Along with pre-ticketing them allows for quicker sales. Infrastructure, Production and Distribution Ezra has a 120, 000-square-meter logistics center in Saratoga and Madrid. They follow a fundamental rule known as, queuing model.

This model allows for a faster response time for product demand (K. Ferrous, M. A. Lewis, J. A. D. Mach, 2004). Ezra has three principles for production they are; closing the communication loop, stick to a rhythm and leveraging your assets (K. , Ferrous, M. A. Lewis, J. A. D. Mach, 2004). This rhythm is what keeps the production high and cost low. Distribution consists of sometimes sending trucks that are half full to get merchandise out to stores with new items (K. , Ferrous, M. A. Lewis, J. A. D. Mach, 2004). They are then sent to the airport that will take them to their next destination (K. , Ferrous, M. A.

Lewis, J. A. D. Mach, 2004). Conclusion This paper presented information regarding one of Rupee's largest retailers, Ezra. This paper showed how Ezra has an advantage on supply chain strategy, advantages on having a responsive supply chain. Next it explained how the frequency of the schedule gives them a greater advantage over their competitors. Finally, this paper showed how the infrastructure, production and distribution keep the company running smoothly for a greater advantage over competitors. Works

Cited K. , Ferrous, M. A. Lewis, J. A. D. Mach. (2004). Rapid Fire Fulfillment.
Harvard Business Review, 109