## Inside Moda Operandi's Data-Driven China Expansion The Business of Fashion Interview

VIDEO: <u>https://www.youtube.com/watch?v=Kaz7xcN5SLE</u>

Name: \_\_\_\_\_\_
Date: \_\_\_\_\_

1. Summarize and explain Moda Operandi's unique retail business model strategy. How has the business model improved sales, contributed to customer loyalty and surpass competition?

2. Fashion retailers compete in three ways: price, quality, and/or innovation. Which competition strategy does Moda Operandi utilize and how?

3. What new business opportunity has this strategy provided?