



**PROJECT OF MARKETING  
MANAGEMENT ON**

***WRISTWATCH***

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# “ROLEX” VS “SWATCH” VS “TITAN”

<b>BASIS</b>	<b>ROLEX</b>	<b>SWATCH</b>	<b>TITAN</b>
ESTABLISH	1905	1983	1987
FOUNDER/CEO	ALFRED DAVIS & HANS WILSDORF	NICOLAS HAYEK	BHASKAR BHAT
AREA SERVED	WORLDWIDE	WORLDWIDE	WORLDWIDE
HEADQUARTERS	GENEVA, SWITZERLAND	BIEL/BIENNE, SWITZERLAND	BENGALURU, INDIA
MARKET SEGMENTATION	HIGH CLASS INCOME GROUP	LUXURY WATCHES FOR HIGH INCOME GROUP.	PEOPLE OF ALL INCOME GROUP, i.e. HIGH, MEDIUM & LOW.

# MARKETING MIX OF ROLEX

- PRODUCT

PEARL MASTER, MILGAUSS, GMTMASTER, DEEPSEA, DAYTONA, CELLINI, AIR-KING, EXPLORAR, OYSTER PRECISION, YATCH MASTER, SEADWELLER.

- PRICE

- It is a luxury item and it has a super premium pricing policy.
- High prices of the watches are affordable to the upper class of people largely.
- Unique designing & the value of the finished product is high due to its high manufacturing cost.

- PLACE

- These exclusive watches are distributed in major places around the world through authorised dealers only.
- The brand doesn't have a very large distribution network.
- Most of the manufacturers located in Switzerland & then distribute to the dealers.

- PROMOTION

- Does not do much more promotion
- Australian open, Wimbledon have made Rolex as their timekeepers.
- They generally promote their product in luxury watch magazines.

# ROLEX

# MARKETING MIX OF SWATCH

- PRODUCT

- WATCHES- ORIGINALS, IRONY, SKIN, BEAT, TOUCHSYSTEM<sup>51</sup>.

- JEWELLRY- BIJOUX

- PRICE

- On this basis, swatch differentiate its product line as economy, standard & superior versions.

- It provide special prices to the students & a discount on customisation of the watch if registered with swatch club membership.

- PROMOTION

- Swatch is an official timekeeper of Olympics which has helped it to gain international attention.

- Swatch has been an active sponsor of European sports.

- Swatch is also in partnership with MTV by running different contests within the show.

- Face book is one of the most successful social networking website which helps in promoting the brand.

- To keep the brand identity & exclusivity of its product, Swatch can only sell its personalised and limited collection through its swatch membership club .

**swatch** 

# MARKETING MIX OF TITAN

- PRODUCT

WATCHES- TITAN,SONATA, FASTRACK, NEBULA, RAGA, ORION, OCTANE.

JEWELLERY- ZOYA, TANISHQ, GOLDPLUS

EYEWEAR- TITANEYE+, FASTRACK LENS

- PRICE

➤ Cost plus pricing strategy or price minus costing strategy.

➤ It uses penetration/skimming price policy.

➤ Sales maximizing or profit maximizing .

- PROMOTION

➤ These are work through media planning , advertising , customer relation , publicity etc.

➤ The ideal strategy is to develop the brand name in the global market.

➤ The basic idea of this activity is to create product knowledge , brand awareness and brand loyalty of the customers.

- PLACE

➤ 10,000 dealers all over India covering 2300 towns.

➤ 226 showrooms of world of Titan in 113 towns.

➤ 117 multi brand stores distributed in time zones in 73 towns.

➤ 751 centres providing services in approx 350 towns.

# WIDTH & DEPTH OF TITAN

## WIDTH

- Titan, Raga, Fast track, Sonata, Octane, Nebula

## DEPTH

### ➤ TITAN WATCHES

- Titan Edge
- Titan Zoop
- Titan Nebula
- Titan Purple

### ➤ RAGA WATCHES

- Raga diva
- Raga Flora

### ➤ SONATA WATCHES

- Sonata super fibre
- Sonata Steel
- Sonata Gold Plated
- Sonata Delightful duo

# “STP OF ROLEX, SWATCH & TITAN”

BASIS	ROLEX	SWATCH	TITAN
SEGMENTATION	<ul style="list-style-type: none"> <li>•Rolex is for the people of high income group.</li> <li>•For the customers according to their life-style &amp; buying psychology.</li> </ul>	<ul style="list-style-type: none"> <li>•Swatch group identify the market into socio-demographic, behaviouristic &amp; psychographic.</li> </ul>	<ul style="list-style-type: none"> <li>•For low, medium &amp; high income group.</li> <li>•Predominately youth market.</li> <li>•Mostly behavioural segmentation.</li> </ul>
TARGETING	<ul style="list-style-type: none"> <li>•Concentrate only on a single segment , i.e. high class segment.</li> </ul>	<p>They target the customers who wants fashionable &amp; innovative time piece accessories with a lifestyle.</p>	<ul style="list-style-type: none"> <li>•Mass Market.</li> </ul>
POSITIONING	<ul style="list-style-type: none"> <li>•Rolex is a luxury brand</li> </ul>	<ul style="list-style-type: none"> <li>•Swatch positioned the market where , strong purchasing power customers lies.</li> </ul>	<ul style="list-style-type: none"> <li>•Positioning of titan is for all age group.</li> <li>•For all income group.</li> </ul>





# THANK YOU

FOR GIVING US YOUR PRECIOUS TIME.

**HAVE A GOOD DAY**