

## **Rolex**

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**Rolex**

**Parent Company**

Wilsdorf Foundation

**Category**

Watches and Accessories

**Sector**

Lifestyle and Retail

**Tagline/ Slogan**

A crown for every achievement

**USP**

Rolex watches are made to perfection

**STP**

**Segment**

High Income group premium watches segment

**Target Group**

The mature High Income buyer regardless of age

**Positioning**

Rolex offers high quality watch brand possessed by high achievers

**SWOT Analysis**

**Strengths**

1. Brand image of Rolex is strongly established as a premium luxury brand

2. Rolex has stood up to its brand image by being the game changers in the industry.

3. Rolex introduced the first waterproof watch, first automatic dating watch, the first watch meant for diving

4. It is one of the largest and most reputed luxury watch manufacturer in the world

5. Excellent advertising and branding of Rolex watches by associating itself with celebrity brand ambassadors

6. Sponsorship of global sports events as well as other international events

7. Rolex watches are present in over a 100 countries

8. More than 2500 people are employed with the company & brand

9. Rolex limited edition watches have also been auctioned at more than \$17 million which shows its niche

## Weaknesses

1. Counterfeit and fake imitations affect the brand image of Rolex

2. Competition from several premium watches and maintain brand essence means lot of investments

### **Opportunities**

1. Rolex could introduce separate product lines with different brand identities under the Rolex brand

2. Emerging economies pose a great opportunity to penetrate the global market further

3. Innovation in Rolex watches with digital interventions can open a new dimension

### **Threats**

1. Rolex's limited dealership and long waiting periods can lead to consumers switching over to its competitors

2. Fake imitations can hurt the brand's image

3. Government policies and duties on expensive gifts & items can affect its business

### **Competition**

### **Competitors**

1. Breguet

2. TAG Heuer

3. Cartier

4. Omega

5. Longines

6. Rado

7. Tissot

8. Hublot

9. Patek Philippe

10. Swatch

11. Chopard

12. Breitling

13. Seiko

14. Richemont

15. Panerai

16. Ulysse Nardin