

Rolex Argentina SA in Luxury Goods (Argentina)

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Abstracts

Rolex Argentina is analysing the marketing strategy for its products in Argentina in depth after the period between 2011 and 2016, which was marked by the lack of products as a consequence of import restrictions. Thanks to the gradual normalisation of economic and easing of imports, Rolex Argentina expects to offer a greater variety of goods in the short term.

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