

Rolex France SA in Personal Accessories (France)

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Date: September 2015

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: RD4F7C3E5C2EN

Abstracts

Rolex France SA is likely to maintain its existing marketing strategy over the forecast period. The company, which only operates in watches, has a luxury positioning and will continue to invest in new product development and advertising in order to maintain its premium image. The company will probably also continue to sponsor golf events. Over the forecast period, this player may opt to open its online shop in order to profit from internet retailing potential.

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Contents

Strategic Direction

Key Facts

Summary 1 Rolex France SA: Key Facts

Summary 2 Rolex SA: Operational Indicators

Competitive Positioning

Summary 3 Rolex France SA: Competitive Position 2014

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