

Rolex (Hong Kong) Ltd in Luxury Goods (Hong Kong, China)

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Abstracts

Rolex (Hong Kong) Ltd is expected to continuously improve its competitive position in luxury timepieces. Although the somewhat uncertain prospects for Hong Kong's economic have significantly reduced consumer incentives to purchase high-value luxury timepieces, many loyal customers and new customers still turn to Rolex timepieces as some of the brand's famous collections are known to have very high resale value. Rolex is expected to place emphasis on the research and management of the resale mark...

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