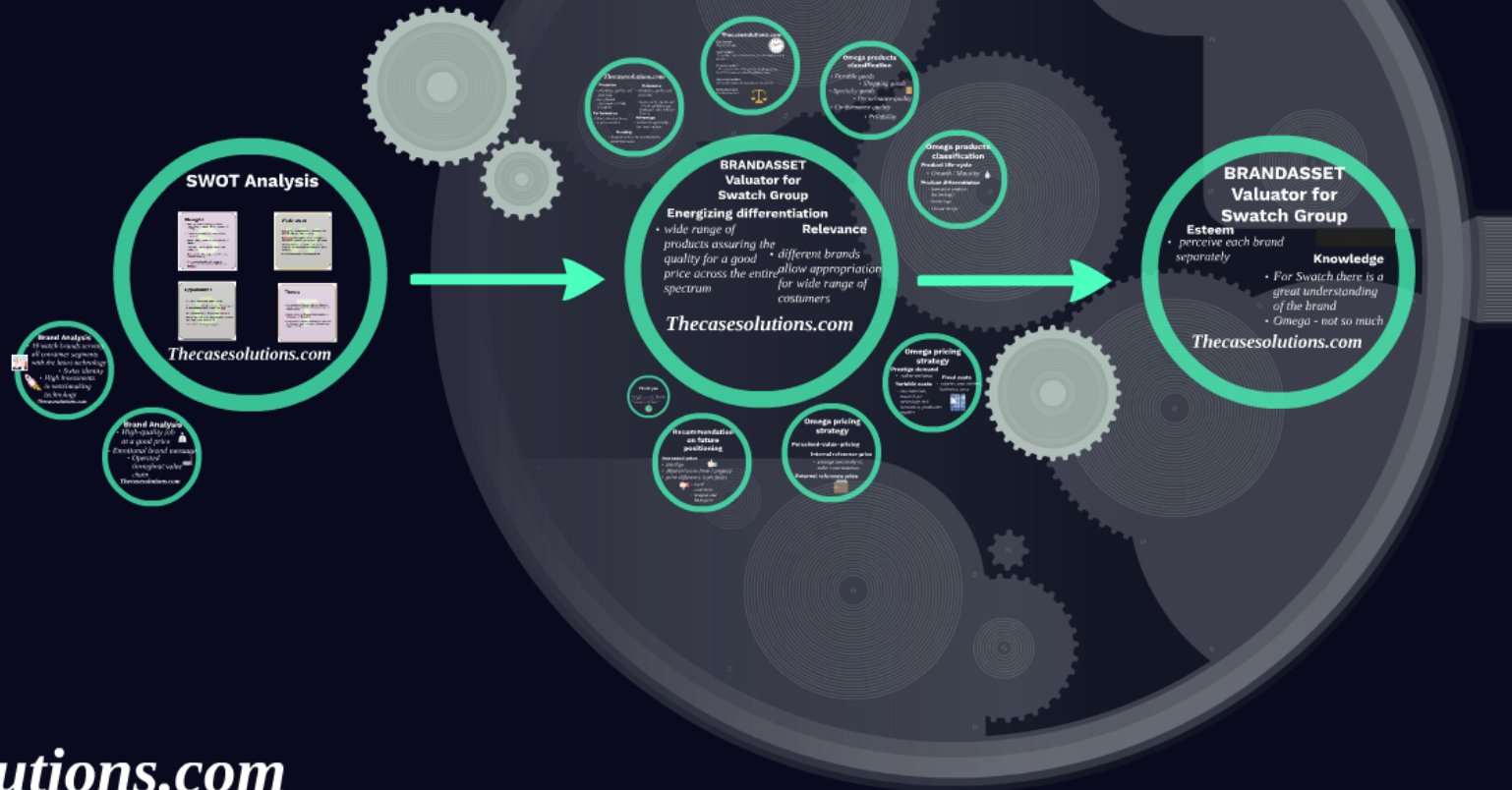
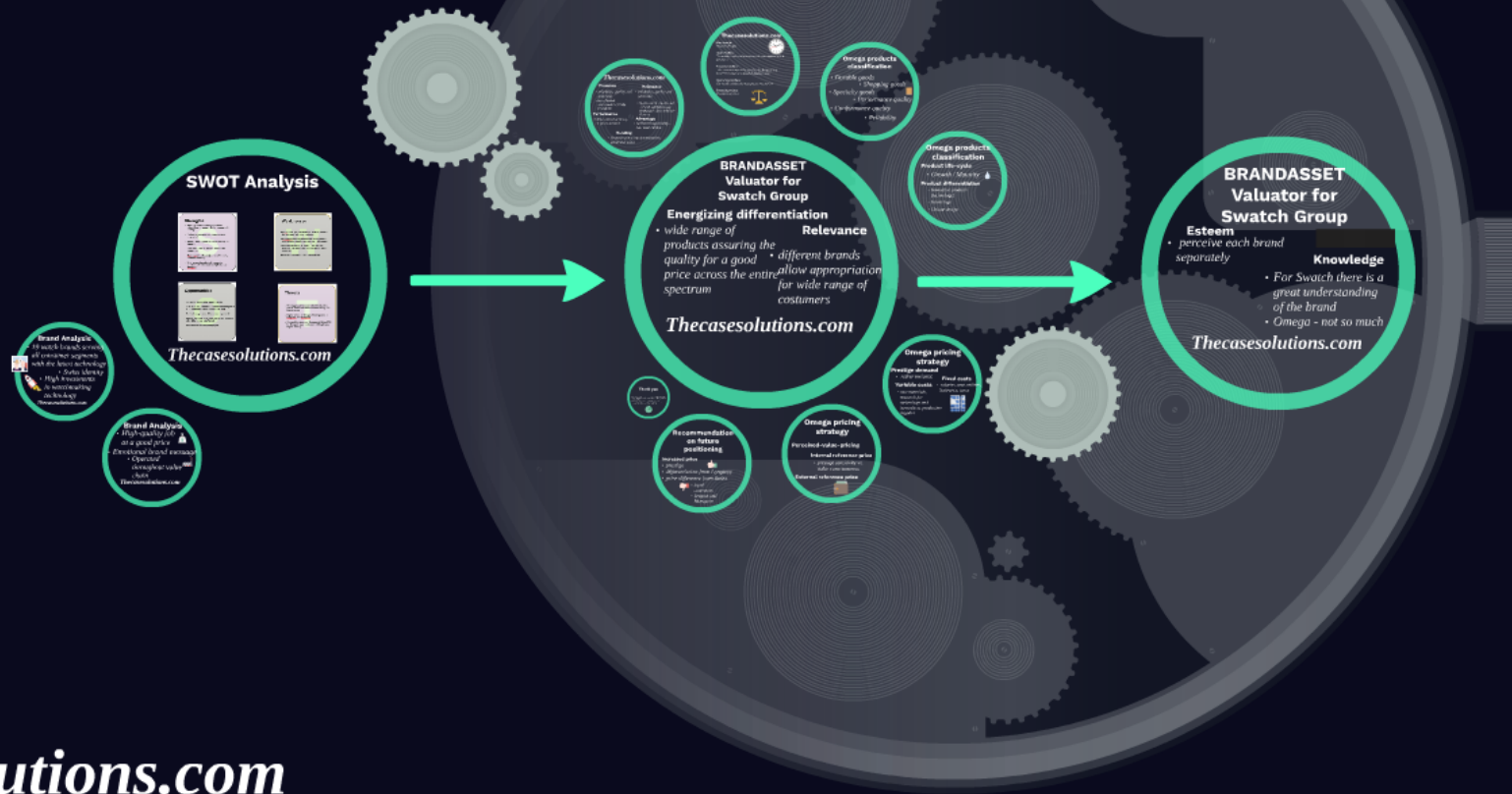


On Weldon's Watch: Recalls at Johnson & Johnson from 2009 to 2010



On Weldon's Watch: Recalls at Johnson & Johnson from 2009 to 2010



SWOT Analysis

Strengths

- Brand reputation & Market Position established (a modern Swiss product with heritage)
- Technological advances (research and innovation)
- Good quality to price ration (especially for Swatch)
- Emotional product (From functional to meaningful)
- Monobrand boutiques (choice of models, customer service)
- Wide range of product all across the spectrum (affordable (Swatch) to Luxury (Breguet))

Weaknesses

- Intra-group brand positioning (Overlaps within the company's brands products)
- Multibrand shops (US retailers - wrong brand reputation promotion, unnecessary discounts)
- Watch distribution in the US - retailers sell watches like commodity, which Swatch group does not
- Innovation does not rely on one player

Opportunities

- Increasing demand for watch in Asia
- Joint ventures with other Swiss watch companies to increase the market share in the USA
- Revolutionary design & technical superiority
- Raising the price of all Omega watches (Reduce price differences with Rolex)
- Increased advertising campaigns

Threats

- Overlapping of brands within the Swatch group - decrease in brand's exclusivity and market share
- Higher prices of Omega affecting sales of Breguet and Bianpain
- Competition between Omega and Rolex (Will be Omega's loyal customers willing to pay higher price?)

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Analysis

brands serving
er segments
test technology
Swiss identity
investments
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Brand Analysis

- *19 watch brands serving all consumer segments with the latest technology*
 - *Swiss identity*
 - *High investments in watchmaking technology*



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Brand Analysis

- *High-quality job at a good price* 
- *Emotional brand message*
 - *Operated throughout value chain* 

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Bonding

- Repositioning from functional to emotional items

BRANDASSET Valuator for Swatch Group

Energizing differentiation

- *wide range of products assuring the quality for a good price across the entire spectrum*

Relevance

- *different brands allow appropriation for wide range of costumers*

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Omega class

Product li

- Growth

Product dif

- Innovative (technolog
- Iconic log
- Unique de

Thank you

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Omega price strategy

Prestige demand

- rather inelastic

Variable costs

- raw materials, research for technology and innovation, production supplies

Fix

• sala
insur

BRANDASSET Valuator for Swatch Group

Esteem

- *perceive each brand separately*

swatch 

Knowledge

- *For Swatch there is a great understanding of the brand*
- *Omega - not so much*

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Presence

- *reliability, quality and precision*
- *use of brand ambassadors (Cindy Crawford)*

Performance

- *China - favoured Omega compared to Rolex*

Bonding

- *Repositioning from functional to emotional items*

Relevance

- *reliability, quality and precision*
- *Sports watch - Sports and cultural affiliations (eg. timekeeper of the Olympic Games)*

Advantage

- *Technical superiority - Co-Axial caliber*

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Core benefit:

Measure the time



Basic Product:

The watch in order to function needs a mechanical watch movement

Expected product:

The consumer expect the watch to be designed in a beautiful manner as a jewellery /fashion item

Augmented product:

The watch includes the most precise mechanism

Potential product:

Revolutionary look

