

Breitling for Bentley



PLACE

- The Breitling watches can be found in specific luxury jewelers, such as in Naples they can be bought at Yamron
- You need an informed sales force to inform the customers on the quality and how the product compares to beat out competition

PRODUCT

- The Customer is looking for a luxury timepiece that satisfies
- The watches will be used to tell the time and for elegant looks any where the consumer decides to take it
- The Breitling watches differ in their composition to due the quality of swiss corongraph

PRICE

- The watch has high value to is consumer because it gives a sentimental value as well as a physical value of long lasting and luxury time piece
- A base price around \$9,000, if the price was altered the customers buying habits would change because alot of negotiating take place during the sale
- There is a few discounts but if you buy a Breitling in the Bahamas they are cheaper as well as alot of other luxury items, if you are a loyal Bentley/Breitling customers you should receive a discount of some sort.

PROMOTION

- Promotions last year round for this luxury product Breitling always runs their ads in magazines and online. The timing of the promotions are not necessarily important for the selling of this item, because there are not many distinct times in which people buy watches.



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