

Session 11.

Swatch (F, February 25).

Discussion Questions

1. What changes in the production and marketing of watches led to Swatch?
2. Describe the key elements of Swatch's marketing mix (product, advertising, price, promotion, distribution, positioning, and segmentation). Do they work? If so, why? If not, why not?
3. How does the market for Swatches vary between the United States and Europe? How does Swatch's marketing strategy and marketing mix vary between the United States and Europe?
4. What, if anything, is Swatch's competitive advantage(s)?
5. What are your recommendations regarding product line extensions?
6. How should Swatch introduce new product lines? How would you identify which new Swatch collections, e.g., GB 101 vs. LW 107, will be successful?

Case Reading

Swatch (INSEAD Case)

Assignment Due

One of four assignments eligible for a case report.