

Cartier

PRESENTS



Luxury Watches

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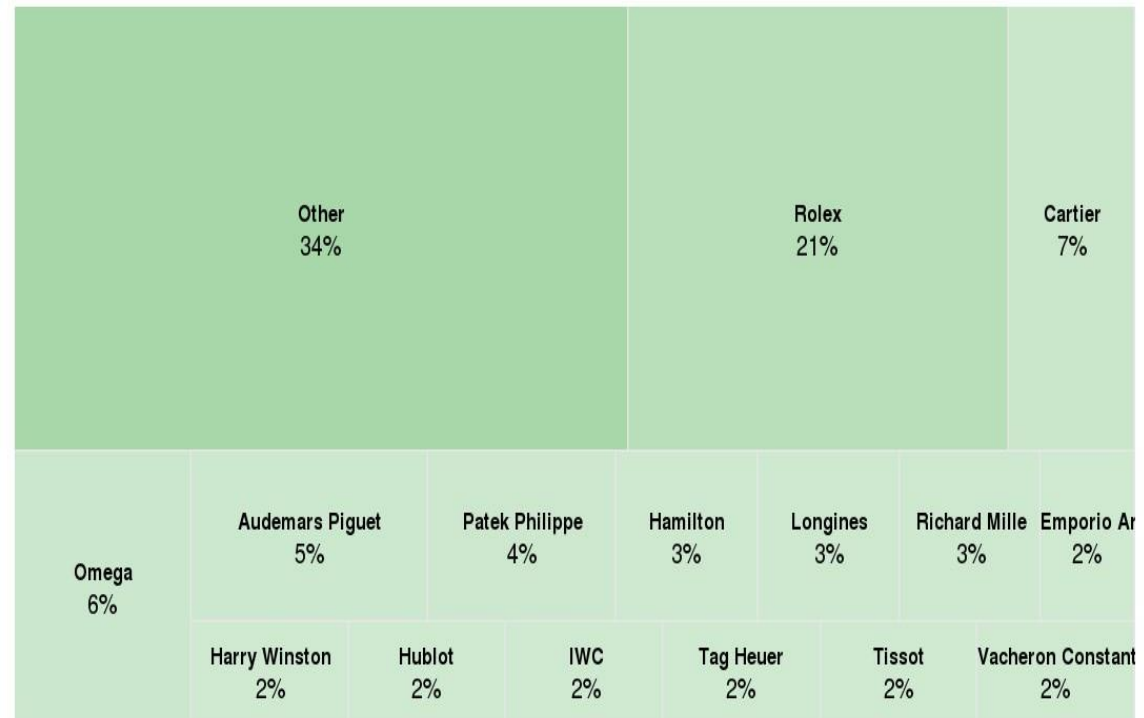
Luxury Watch Market Size



Market Share

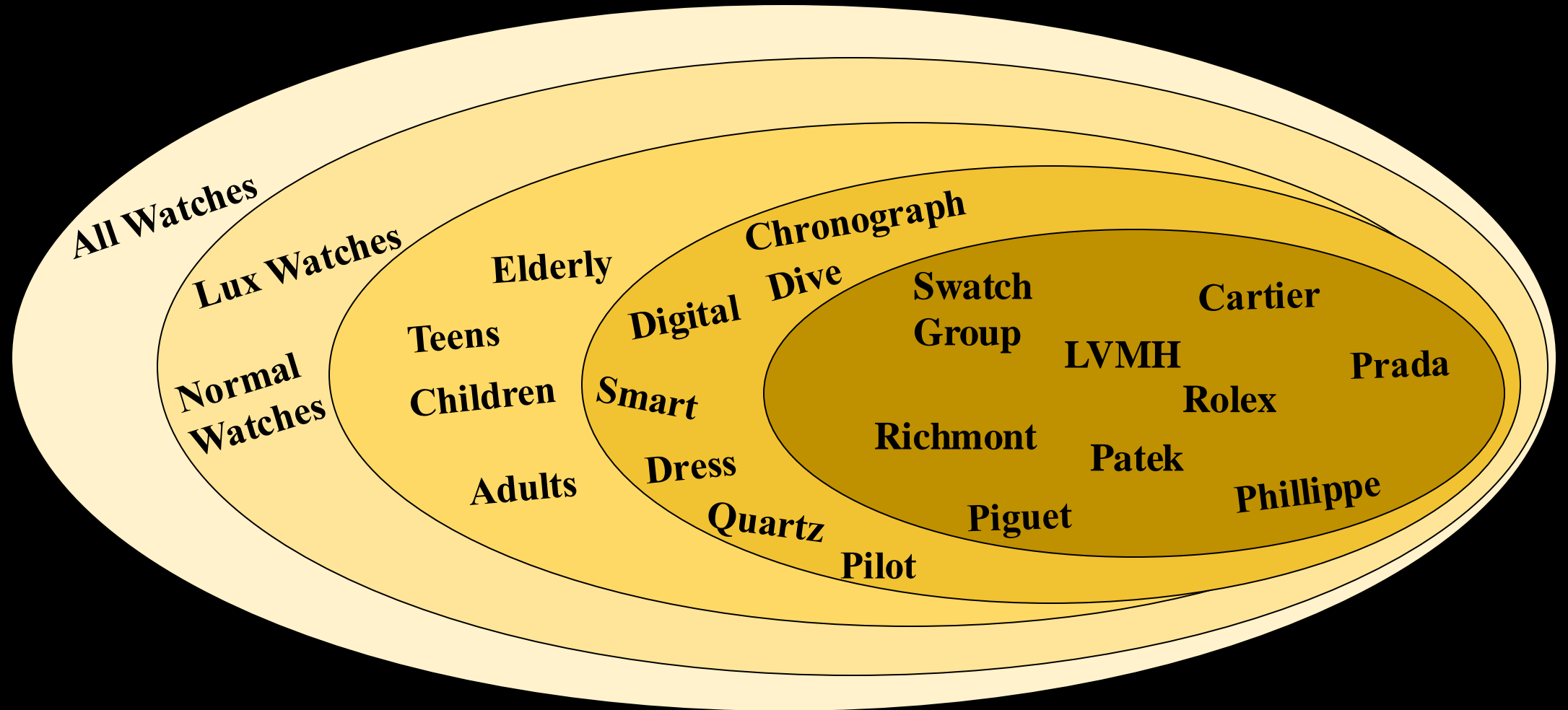
Luxury Watches - Brand Shares (BETA)

Worldwide (percent)



Source: Statista Market Insights

Analyzing Luxury Watch Competition



Lux. Watch Trends

- The watch market is expected to register CAGR of 5.16%
- Consumers are increasingly using smartwatches
- Care for Sustainability
- Macro issues that affect trends
 - Trade
 - Regulation
 - Bureaucracy
 - Tax policies
 - International Relations
- *Personalization and Craftsmanship are pivotal in purchasing decisions.



Cartier's Target

DEMOGRAPHIC

- Upper middle class to high elite class
- Celebrities/ elite social status wide range of nationality
- 27- 38 Years old

BEHAVIORAL

Young entrepreneurs who want to make a positive impact on society through their business

PSYCHOLOGICAL

- Ethically committed to tackling contemporary issues
- A desire to help build a better world
- Taking actions through service of goodness

Upper-class young adults who are go-getters motivated to uplift their community through their businesses. Entrepreneurs that are at the beginning peak of success or the top of their success.

Positioning Statement

With its luxurious, sophisticated craftsmanship and timeless signatures, created with high-quality materials Cartier's timeless luxury watches embody exclusive elegant expertise. The simplistic features make them iconic and recognizable, blending contemporary and vintage style designs together. Cartier's watches help me emotionally embody high-class elegance, accomplishment in craftsmanship, and ownership through innovation.

What Makes Cartier Desirable?

FUNCTIONAL BENEFITS

- High-quality materials
- Skilled accuracy in the shapes
- Skilled precision in proportions and details
- Simplistic features make it recognizable
- Contemporary & Vintage styles = Iconic designs

REASON TO BELIEVE

- Luxurious
- Sophisticated
- Exceptional craftsmanship
- Timeless signatures
- Exclusive
- High level of expertise and elegance

Our luxury watch line emphasizes precise craftsmanship, high luxury and timeless elegance.

Pricing index analysis

Brand	Unit	Online Price	
		Price	Price Index
Cartier Lux Mechanical Watches low end	1	\$ 23,900	0.13%
Cartier Lux Mechanical Watches mid end	1	\$ 219,639	1.24%
Cartier Lux Mechanical Watches High end	1	\$ 630,000	3.55%
Rolex Lux Mechanical Watches low end	1	\$ 7,450	0.04%
Rolex Lux Mechanical Watches mid end	1	\$ 15,000	0.08%
Rolex Lux Mechanical Watches High end	1	\$ 17,752,500	100%
Omega Lux Mechanical Watches low end	1	\$ 3,200	0.02%
Omega Lux Mechanical Watches mid end	1	\$ 12,000	0.07%
Omega Lux Mechanical Watches high end	1	\$ 3,400,000	19.15%

Cartier SWOT Analysis

■ Helpful ■ Harmful

- Strong Brand Image
- High-quality products
- Unique Craftsmanship
- International
- Richemont support



- Digital advancements
- International Market
- Further expanding collaborations with celebrities
- Customize beyond watches

INTERNAL

Strengths

Weakness

- Luxury Market – High Pricing Point
- Targeting 27-38
- Unique Craftsmanship
- A commodity product
- Counterfeiting

Opportunities

Threats

EXTERNAL

- Very Strong Competitive Market
- Unstable Economy
- Changing Market Trends



Cartier Ansoff Matrix Analysis

Marketing Penetration



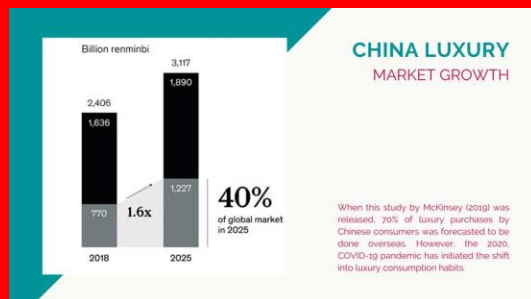
Product Development



Cartier has improved their presence with **digital marketing** with **TikTok**. They have also constantly introduced **limited editions** like the **Trinity Love** to create exclusivity.

Continue to **collaborate** with icons to **create unique pieces**. Continuing to **develop & expand sustainable leather goods** could attract more customers.

Market Development



New Diversification



Develop plans to focus on **markets with high demand** for luxury goods, like China, India, Brazil, and more.

Expanding into **high-end accessories**, leather goods, handbags, wallets, belts, scarves, eyewear, heels, or even calligraphy.

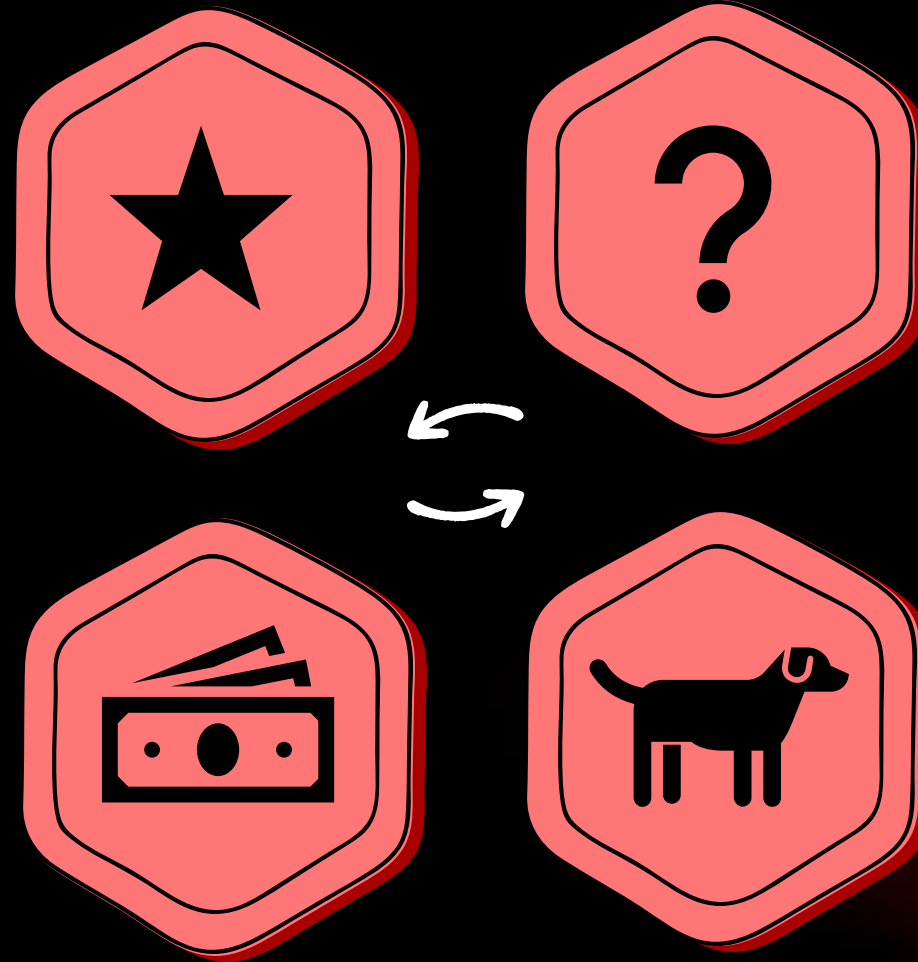
Cartier BCG Matrix Analysis

Star

Cartier Tank – This luxurious watch has been Cartiers most demanded and best-selling. The watch offers a **timeless design** demanded in many markets worldwide. Causing **significant rise in revenue**.

Cash Cow

Cartier Santos - This watch has consistently been sought after for its **historical significance** and design. Helping **generate consistent revenue** from loyal cusomers and collectors.



Question Mark

The Pasha Seatimer – However this watch at first increased market share, and it soon became clear it did **not fit the sports segment**, causing modest sales, making **it questionable** if Cartier should keep this watch.

Dog

Cartier Roadster - This product faced multiple issues such **as lack of identity** and thus did not achieve good sales for its targeted market. This is **costing Cartier resources** and thus should **be discontinued**.

Placement & Promotion Cartier

Placement

- YouTube
- Tik Tok
- High Profile events (the Met Gala)
- Billboards
- Watch, jewelry, and Luxury magazines.

Promotion

- Celebrities
- Artists
- Rarely but still, partnerships with other luxury brands
- High profile Businesses

Cartier's 4P'S Recommendation

Product: Focus more on the inclusion of High-end leather accessories

Price: Continue to hold a premium pricing strategy to match the elegant exclusivity and luxury of the brand image.

Promotion: Continue to tell the lead with emotionally based advertisements, in all formats previously used, focusing on consumers' needs but also the importance of Cartier's history.

Place: Cartier **boutiques** at first then some **department stores**, to ensure the feeling of exclusivity and luxury is carried throughout the brand name.

Craftsmanship Videos

Cartier's Creativity -

<https://www.youtube.com/watch?v=Jj4lZtLGRVM&t=12s>

Cartier's Most expensive watch -

<https://www.youtube.com/shorts/M2XHPJZj5yc>

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