

Enterprise Management

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Omega & traditional swiss watch industry



1960's



Hong-Kong digital quartz watch

Swatch



1970's

2000's

2022

A screenshot of the Swatch website showing the Moonwatch product page. The page features a large image of the Moon, the price of €250.00, and various purchasing options. The watch itself is shown with its intricate dial and black leather strap.



Smart watches

- Which variables can be relevant to segment the wrist watch market?
- Which segments can be found?

Segmentation variables

- Geographic
 - China & other Asian countries
 - Europe & US
- Socio-demographic
 - Gen X, Millennials, Gen Z
 - Income
 - Socio-economic status
- Behavioral
 - Benefits sought: telling time; swiss origin; wearable technology health benefits; design; brand; fashion; image/status; Price/value
 - Purchase behavior: digitalization of purchase; offline purchase
 - Purchase purpose: gift; own usage, investment
- Psychographics
 - Status seekers – achievers looking for status, goals oriented, peer conscious
 - Experience/ seekers – love physical activity and friends, look for latest trends and fashion
 - Innovators – future oriented, receptive to new technologies

Which segments that can be found

Examples of possible segments:

- Chinese (geo) population, younger and with a high socio-economic status (SD), achievers (psycho), looking for symbol of status and as an investment, prioritizing benefits such as brand image and price/value (behave).
- Millenials and Gen Z with high income (SD) in the US & Europe (geo) who already own a smartwatch and now look for a timepiece with design and price/value (behave)
- American (geo) GenX (SD), who look for the health monitoring benefits wearable devices, valuing technology, versatility and wearability.

Positioning statement

- Among (*target market*), our offering is the brand of (*frame of reference*) that (*point of difference*) because (*reason to believe*).

Exercise

- Define possible target segments for:
- Define a possible positioning for:
 - Omega
 - Swatch
 - Apple watch

Omega

- Target segments
 - (Geo) Asia, Europe and US as main markets
 - (SD) High socio-economic segment, with more prevalence of older segments, but with a growing younger segment
 - (Psycho) Achievers, especially in China
 - (Behave) Customers purchasing for own use, seeking brand image and price/value ratio
- Positioning
 - Among *sophisticated, high-end consumers looking for an exclusive and landmark timepiece*, Omega is the brand of *luxury watches* that *is a Pioneer in Watchmaking and Beyond* because of its *pioneering spirit and quest for perfection, demonstrated by its conquests of the oceans as well as space, being the watch in space, earth and sea exploration, and in the olympics.*
- Points of parity: swiss, mechanical, luxury watch
- Points of difference: brand image and technical mastery that led it to be the first watch landing on the moon, Olympics and James Bond

Swatch

- Target segments
 - Europe and US as main markets, Asia is less keen on Swiss as country of origin
 - Medium socio-economic segment, with more prevalence of older segments,
 - Experiencers as psycho
 - Customers purchasing for own use, frequently a second watch, seeking design and value/affordable price
- Positioning
 - Among *young at heart consumers who want to keep up with new trends*, Swatch is the brand of *swiss 'second' watches* that *is an iconic provocative timepiece* because it is a *popular canvas for artists working in a great range of styles, and arguably the world's largest art gallery on the wrist*
- Points of parity – analog swiss watch
- Points of difference – design, fashion, creativity,

Smart watches - Apple

- Possible target segments
 - Asia, Europe and US as main markets
 - High socio-economic segment, with more prevalence of younger segments
 - Innovators
 - Customers looking for tech - innovative solutions and for health monitoring related benefits
- Positioning
 - Among (*young innovative consumers*) Apple is the brand of *smart watches* that *is a pioneer technology, design and user experience* because of its *constant innovation, technology expertise and world leading design and user experience in wearables and beyond*

Omega Swatch

- Is Omega Swatch a good move? Prons & Cons
- <https://www.swatch.com/pt-pt/bioceramic-moonwatch.html>

BIOCERAMIC MOONSWATCH

What takes this collection into orbit is the fusion of the most innovative Swatch BIOCERAMIC material with the key OMEGA Speedmaster Moonwatch design elements. There's the asymmetrical case, the iconic 'dot over ninety' detail on the tachymetric scaled bezel and the distinctive Speedmaster subdials.

Discover the collection

