



WATCH MERCHANT

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“Time is precious, spend it wisely”

- WATCH MERCHANT UK





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**Get Us**

hant UK was established in early 2017.  Leigh Platnauer, **CEO & Founder**

Leigh Platnauer our CEO, when he decided to sell his watch he found few options; there were no platforms or other well known but non-UK focussed platforms, and nothing UK focussed. He believed there should be a slick and user-friendly platform that simplified the method of selling or buying watches for sale in the UK.

ive market research behind him, the  
hant UK concept was created!

ng months were spent creating the  
peaking to stakeholders, developing the  
cluding online and offline marketing to  
r reach, therefore our client's reach.  
s “Time is precious, spend it wisely.”

ly we have taken on board a Chief Officer and a Business Development Manager to bring a wealth of experience to their roles and enhance the Watch Merchant UK team. Their passion and enthusiasm for the customer

bought the chance to increase the  
th dealers and the public and we have  
a hugely positive response so are very  
ng forward to the future and building our

A close-up photograph of dark, wavy hair against a white background.



I'm the Founder & CEO of Watch Merchant our brand and our services but most importantly our customers.



From a very young age, I was involved in sport. I played football at the highest level taught me where hard work and tenacity mixed with a bit of luck. Unfortunately, like for a lot of young hopefuls, that luck let that stop me as in the background I had a family which led to my early career designing life style products for known multinational companies.



While this was great work experience and taught me how to connect with my business clients, and so I started my own business in Software Development. From there I could really start to understand what products and services they needed while building them. I could give them the personal touch I thought all clients deserved.



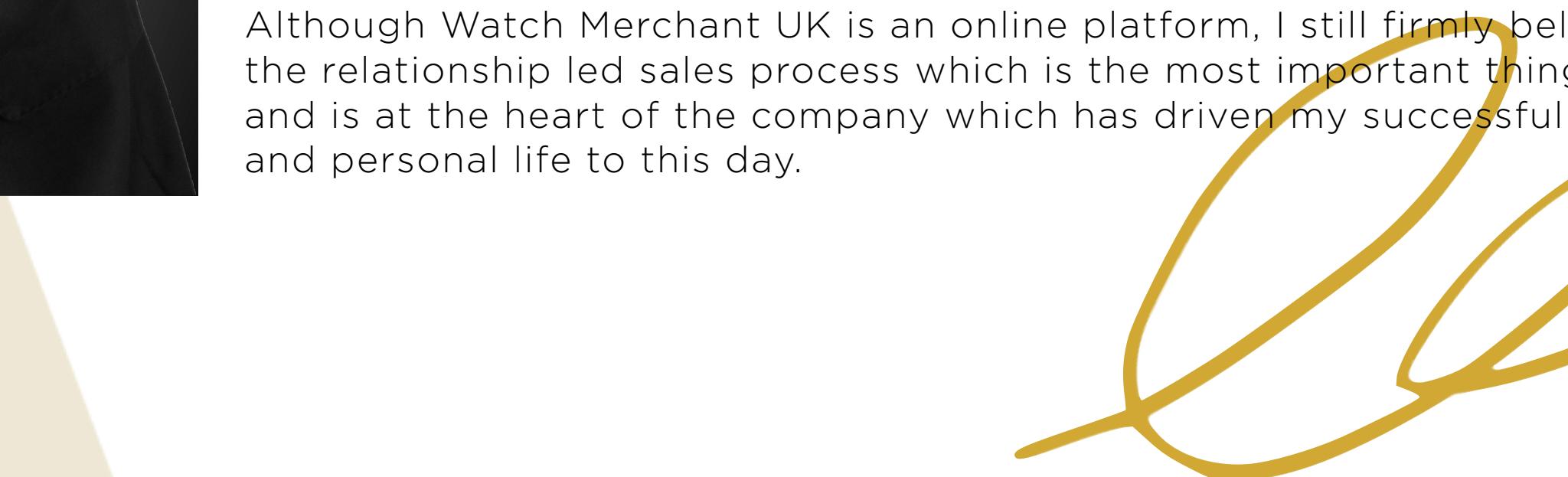
In early 2017, I founded Watch Merchant UK to fill a gap in the market while I was trying to sell my first watch. The experience was frustrating and impersonal. It was then that I decided to build a platform that would offer a perfect user experience by providing a link between the UK watch and jewellery communities.



Since then I have cultivated relationships nationwide with Clients in key locations such as Birmingham and Glasgow.



Although Watch Merchant UK is an online business, the relationship led sales process which is unique to the company, and is at the heart of the company which has continued from a personal life to this day.



## Our Vision

To strive to combine the physical, emotional, and logical factors that are often present in a watch purchase, into one exceptional customer experience. To be a brand that has a connection with its users, so that value for money, not price is the most important thing.

To treat customers like friends, to prove that their businesses matter not just to them, but to us too.

We hope to build a solid foundation of repeat custom based on trust and loyalty by delivering on our promise which is to do things the right way.

We understand that in this era, achieving that connection is no easy task. We will succeed by staying true to our core values and over the years create a company that employees and customers are proud to associate with.

We firmly believe that it's not just what you do, it's HOW you do it.



## Why Us

At Watch Merchant UK we believe that longstanding traditions of a face to face, relationship led sales process are still extremely important, but by utilising up-to-date technology we can help boost this, making our platform a powerful tool.

We use simple search, filter and results to show the user exactly what they want.

We keep the sales process between the seller and their client, meaning no commission fees and more importantly, keeping the experts in control of the sale.

Watch Merchant UK is; quick, easy, sleek, simple and intelligent.

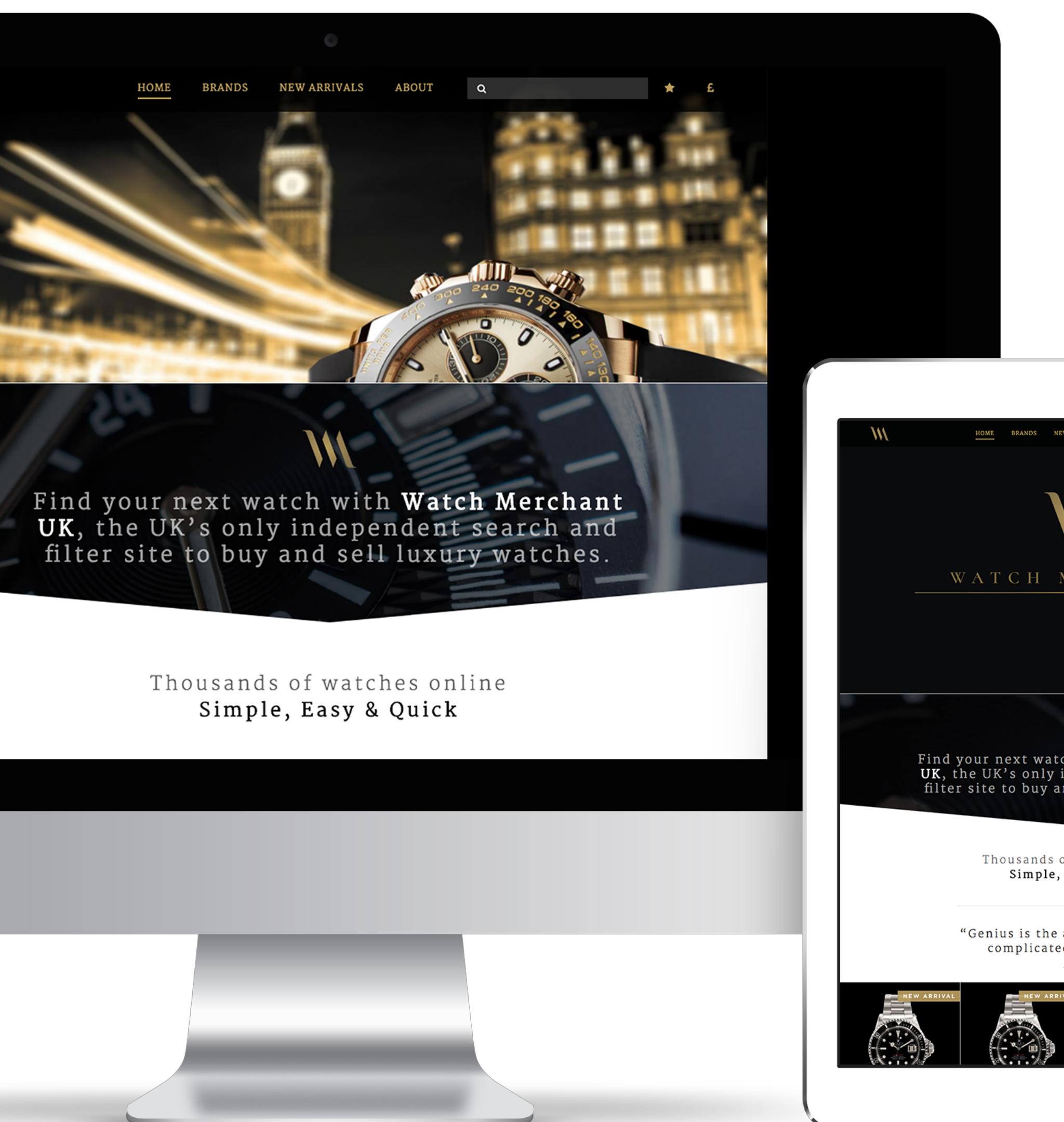
**We Make** it easy for customers browse the watches they want across multiple retailers through one intuitive platform.

**We Market** the seller's watches so they don't have to.

**We Motivate** buyers to connect once more to the high street by providing a valuable link.

## The Look

Desktop, Tablet & Mobile





## How it Works

### Classified Adverts

We list your available stock on a sleek, simple and attractive advertising platform.

Customers can use the Quick Search and Advanced Search functions with over 20 different filter tools available such as; Make, Model, Dial Colour, Diamonds, Gem Stones and perhaps principally; distance from the seller.

Results can be sorted by Price, Distance, Trust Pilot Review, Make, Model, Age, Featured Ads First.

The initial results page displays a picture of the item along with key details such as Make, Model, Distance and Price (with finance if available) and the user can then decide if they would like more information.

This will then display information for the item showing all details except the seller's.

Simple site registration will reveal further details such as options to email the seller, call the seller, visit their site, or view all items from that seller.

### Broker Platform

Using the reverse Marketplace/Classified Advert model we can use our website to remove the need for buyers to negotiate with the seller. Users will be able to choose their item based on various specifications and then receive offers direct from a seller at their best price.

The user will fill out a form on our site which will then be distributed to all subscribed dealers.

An email response from the interested parties will then be sent directly to the user showing the price (outright or finance option), and any other features the seller offers.

In all instances Watch Merchant UK will provide information to prospective purchasers and will endeavour to give feedback on rogue sellers.

### Social Media

All recognised social media platforms will be utilised with regular and focussed posts, stories and other website links. These advertising platforms can be used by our customers to reach a targeted audience.

### Website Advertising / Dealer of the Week

We will offer opportunities to advertise on our news page, blog and become our Dealer of the Week which will provide a more detailed insight into your brand and products.

### Prize Draws & Giveaways

Watch Merchant UK will run competitions for subscribed users to win something from a dealer which provides a chance to advertise your brand and connect with more customers.



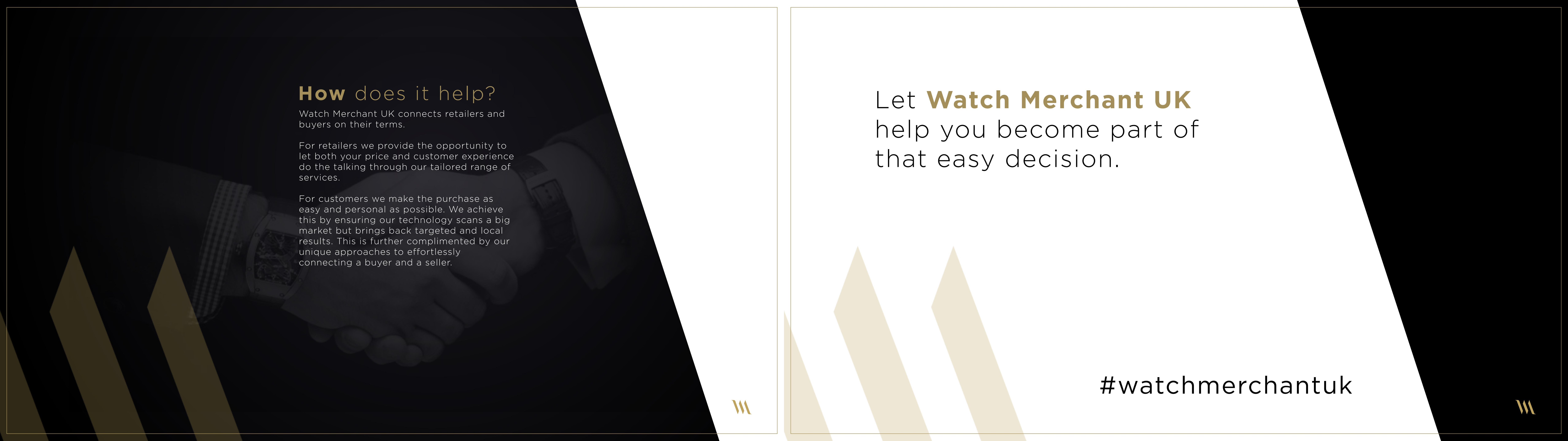
### VIP Booking System

The booking service is an additional feature for jewellers that want to add that extra air of luxury.

When a user has found the item they like they have the opportunity to book an appointment with the seller.

Users will then be treated like a VIP when they walk into the store and are greeted by the seller by name, having the item waiting for them.





## How does it help?

Watch Merchant UK connects retailers and buyers on their terms.

For retailers we provide the opportunity to let both your price and customer experience do the talking through our tailored range of services.

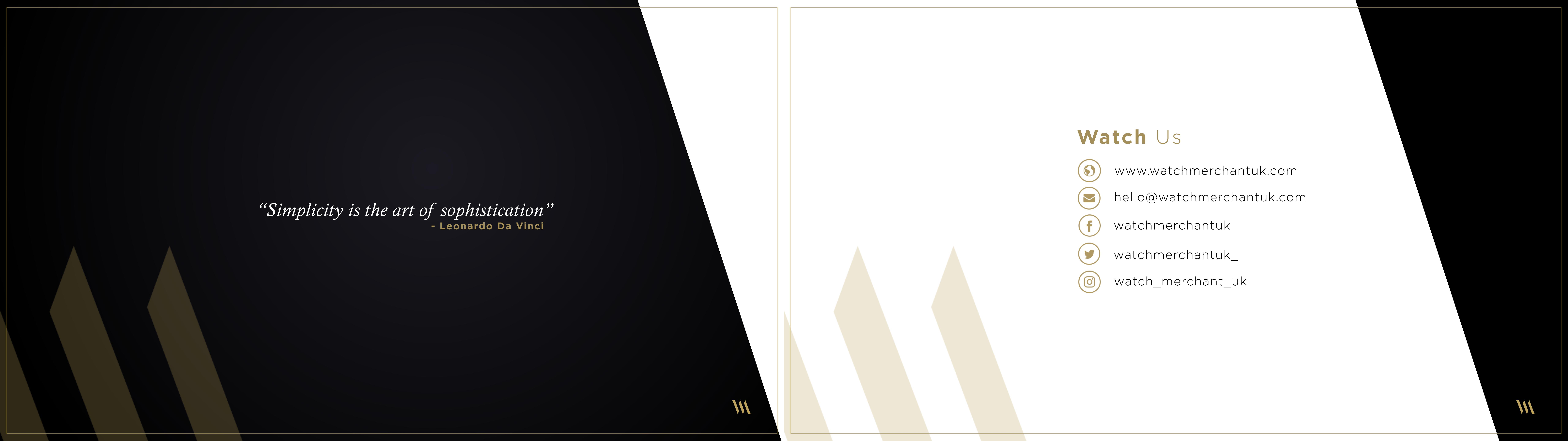
For customers we make the purchase as easy and personal as possible. We achieve this by ensuring our technology scans a big market but brings back targeted and local results. This is further complimented by our unique approaches to effortlessly connecting a buyer and a seller.

## Let

# Watch Merchant UK

help you become part of  
that easy decision.

#watchmerchantuk



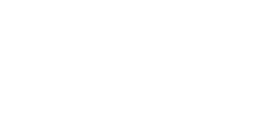
*“Simplicity is the art of sophistication”*

- Leonardo Da Vinci



## Watch

Us

-  [www.watchmerchantuk.com](http://www.watchmerchantuk.com)
-  [hello@watchmerchantuk.com](mailto:hello@watchmerchantuk.com)
-  [watchmerchantuk](https://www.facebook.com/watchmerchantuk)
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