



ROLEX

# HISTORY

1905

At the age of 24, Hans Wilsdorf founded Rolex in London specializing in the distribution of timepieces. He created the concept of a watch worn on the wrist.

1924

Rolex created the first waterproof and dustproof watch with the help of a hermetically sealed case, given the name "oyster".

1931

Rolex created the first self-winding mechanism for watches with a perpetual rotor, now found at the heart of every modern automatic watch.

1953

Rolex developed watches that served for activities such as deep-sea diving, aviation, mountain climbing, and scientific exploration. This made Rolex known as the watches of achievers.

1985

Rolex's steel watches came to life as "oystersteel". With 904L steel that is comparable to precious metals known for their anti-corrosion properties, Rolex became the first brand to use this material.

2012

National Geographic descended into the deepest place on earth, the Mariana Trench, with only one passenger on the voyage: a Rolex watch.




# "A CROWN FOR EVERY ACHIEVEMENT"

Objective is to manufacture and distribute **high-quality** luxury wrist watches, with the vision of continuing the long **tradition of excellence** that the Rolex brand represents.

**PRECISE**  
**SOPHISTICATED**  
**VERSATILE**



# COMPANY



Website	<a href="http://www.rolex.com">www.rolex.com</a>
Headquarters	Geneva (Switzerland)
Size	27 countries, 5001 to 10000 employees
Type of Company	Private
Industry	Consumer Products Manufacturing
Revenue	\$5 to \$10 billion (USD) per year
Competitors	Movado Group, LVMH, Richemont

Rolex was given the lowest environmental rating as “Latecomers/Non-transparent”, suggesting that the manufacturer has taken very few actions addressing the impact of its manufacturing activities on the environment and climate change.

## SALARIES

Sales Associate	\$19K - \$62K
Executive Assistant	\$39K - \$44K
Director	Monthly \$8K - \$8K

## WHAT IS IT LIKE TO WORK FOR THE COMPANY?

Excellent vacation policy, medical benefits, 401k and profit sharing, life insurance, and extremely liberal holiday schedule. Great facilities and spacious workspaces.



# GUIDELINES

- To provide a **sophisticated** and **elegant** workplace that reflects the company's **tradition of excellence**
- To use a subtle **color palette** and careful choice of honest **materials** that **reflect** those used in **Rolex's watches**
- To provide the necessary **technology** for **users** to be more **productive** and **efficient** in communicating their ideas, while **reflecting** the **technology** in **Rolex's watches**
- To incorporate **natural elements** and **sustainability** to the design for **user health** as well as a more **environmentally-friendly** design



# REFERENCES

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