



luch.by

Mw
1953
WATCHES

DEALERS AND DISTRIBUTORS INVITATION TO COOPERATION

COOPERATION

DISTRIBUTORS

DEALERS



Our company pays particular attention to work with our dealers and distributors.

The main objective of cooperation is to develop regular wholesale supplies to the companies of interest in regions. The means are arrangement of consulting and advertising support for our partners, improvement of close contacts between factory specialists and distributors. In connection with this the company carries out the policy of responsibility areas division, trying to bring intersection between different dealers and distributors to the minimum.

ABOUT THE PRODUCER

was founded
in 1953

the largest watch
production plant
in Eastern Europe

assortment of
more than
1700 models
of watches

development of
own mechanisms:
quartz, mechanical,
mechanism with self-winding


FRANCK MULLER
GENEVE
since 2010
80% of shares belong
to Swiss company
«Frank Muller International B.V.»



HIGH QUALITY

Minsk Watch Plant is the only company in Belarus that retains full cycle of production of mechanical watches. High quality products with three-stage quality control – only genuine leather, high quality Belarusian, Swiss and Japan mechanisms. Watch production with diamond-like carbon coating, hypoallergenic, doesn't interact with biological tissues (including skin). At the moment OJSC «Minsk Watch Plant» has mastered watch spherical glasses for wrist watches of a round form made of sapphire.



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VAST ASSORTMENT

Over several decades more than 1700 unique models and a line of own mechanisms have been developed: quartz, mechanical, including with self-winding. Used in production materials are also quite diverse: with the cases from ceramics, titanium or wood, with a mineral or sapphire glasses and the straps from silicone, metal or leather.



CONTINUOUS UPDATING

Every three months collections are updated. Creative designers and developers offer modern models using new technologies and following all the trends of fashion and style. «Luch» today is bright designers' solutions among which everyone can find something interesting for themselves: minimalistic monotone models, classic watches or retro watches in the spirit of 80s as well as watches with ethnic motif. Children's watches also distinguish by their originality with bright colors and amusing personalities highlighted.



ORIGINAL DESIGN

Each collection reflects its own style. It's always a specific combination of color, form, texture and functionality.



DEMOCRATIC PRICES

The price range is diverse: from the most budget watches to premium class what allows to attract different target groups of clients and enlarge the range of goods.



EXCLUSIVITY

We are the only producer of the unique retro wrist watches that are quite popular in the countries of CIS and across the whole Europe. Minsk Watch Plant is one of the three factories in the world that produces the most popular and trend watches in Europe and the USA – one-hand watches.



OWN RETAIL NETWORK AND PARTNERS ALL OVER THE WORLD

- ▶ Republic of Belarus - 26 shops
- ▶ Dealers and distributors – CIS, the USA, Poland, Germany, the Russian Federation etc.



OUR BRANDS

LUCH

Minsk Watch Plant became popular, first of all, thanks to brand «Luch», but it also produced such well-known watches as «Zarya», «Vympel» etc.

WATCH BRENDING

OJSC «Minsk Watch Plant» can produce a limited collection of wrist quartz and mechanical watches according to an individual design, table and wall watches, with your logotype on request. Watches will become memorable and prestigious presents both for partners and for workers.

MARKETING SUPPORT

PRINT PRODUCT AND COMMERCIAL EQUIPMENT PROVIDING:

- ▶ Catalogs and brochures
- ▶ POS-materials: wobblers, posters etc.,; commercial equipment
- ▶ Preparing stimulating events oriented for end customers (action «Yellow Price Tag», promotion sets, «deep» discount providing, product display at promotion places)

WORK WITH SALES STAFF:

- ▶ Catalogs and brochures
- ▶ Instructing the sales staff in the company assortment
- ▶ Arrangement motivation programs for the staff

SALES SUPPORT IN NETWORK RETAIL:

- ▶ Providing with the standards for filling company's commercial equipment and merchandising standards
- ▶ Participation in the catalogs of network retailers

