

MISE EN SITUATION

Meet the latest BIOCERAMIC watch



BIG BOLD BIOCERAMIC (Ø 47.00)
TIGER POWER 2022 : £133.00

Introducing the **BIG BOLD BIOCERAMIC WHICE**, the resistant, resilient watch inspired by the snow-capped mountains of Switzerland. It's just perfect for all your adventures in the great outdoors. So do like Max Parrot: grab your snowboard and hit the mountains with your new watch to complete the look.

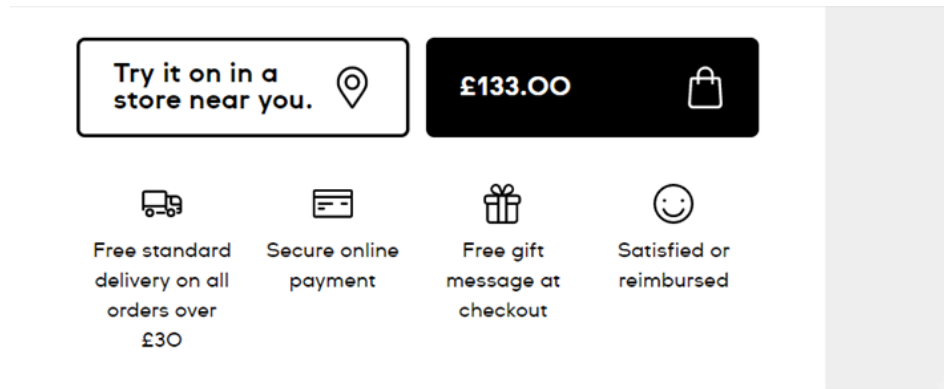
A recipe for innovation

What is BIOCERAMIC?

Take 1/3 bio-sourced plastic. Mix in 2/3 ceramic !
 BIOCERAMIC offers you a lot more resistance and at the same time a silky soft touch. These watches feel every bit as good as they look.

It's time for good times !

swatch[®]



TIGER POWER 2022

A bio-sourced matte black printed strap and red loops star on this BIOCERAMIC beauty. A gold dial depicts strength with a subtle tiger head graphic. From the Chinese New Year 2022 collection.



MOVEMENT
3



WATER RESISTANT
3 Bar



STRAP MATERIAL
BIO-SOURCED
MATERIAL



CLASP MATERIAL
Aluminium



STRAP BUCKLE
Half Buckle



CASE MATERIAL
Bioceramic

Situation :

You are the manager of a team of salesmen at Swatch . You have just received the new Bioceramic Tiger Power 2022 watch . Make a presentation of the product to your team and focus on :

- Its advantages
- Its innovative soft-to-the-touch BIOCERAMIC material.
- Its target customers
- Its price