



BLOG:-1

NAME:-MD JAMAL KHALED (1605302)

An innovation is going to be released soon to in your hands. This will be Mont Blanc's special watch.

This u can test in December 25th on the Christmas day. It will give you all a new experience which u have never been experienced before.



No more need to waste money on watch battery. This watch got a micro testable battery which will charge from your body heat while you wear.

In our career we have released so many products but this would somewhat different form previous even our watches may not compete with this.

This watch is not digital but still you will experience an advanced technology in an old model this is how our innovation planned to reach you all

FOR £3815

This is an invitation for all who loves our brand come on to Troxy Hall Commercial

The Christmas evening going to be lighted up with our brand our watch and let it go far.



In one of his final interviews as CEO of Montblanc before moving on to a corporate position at the Richemont Group, Jerome Lambert discusses the transition from Montblanc and the product direction he has taken with the brand that will now be his legacy. “People seem to be recognizing that we are also known for fine watchmaking and our watches are making a big buzz,” says Lambert.

A fresh start for the Time Walker

“It is sad to be leaving the brand, but I am still following 100 percent its activity and am finalizing things, so everything is right for Nicolas to step in,” says Lambert. Montblanc will be one of seven brands Lambert will continue to follow in his new role. “I think we have a great dream team to manage Montblanc now, with Nicolas and Davide and others coming in to continue to strengthen the Maison.” Lambert is referring, in his dream team statement, to Davide Cerrato who was brought on board at Montblanc over a year ago to head the Watch Division. Cerrato had previously been instrumental in marketing and product development at Tudor. Cerrato was instrumental in developing the highly successful Time Walker pieces released this year.

THE DAY

The price one pays for pursuing any profession or calling is an intimate knowledge of its ugly side.

*James Baldwin,
Writer*

Jérôme Lambert: “Montblanc watches are making a big buzz

BLOG POST:-4

NAME:-BRIJESHKUMAR PATEL

STUDENT NUMBER:-1704795

Blogging to online shopping

In UK Montblanc provides shipping through UPS (United parcel services) which is the American multinational package delivery company and it has 3 headquarters in the world which are Atlanta, Georgia and United states.

Montblanc provide two types of shipping

- Why should I choose standard delivery?

standard delivery:-which is available free when the order is above the £50 but if order is below £50 then it will cost £10.the delivery is completed within 2 or 3 working days but however there are no delivery on Saturday and Sunday.

- Why should I choose express delivery?

Express delivery:-this is for those orders which are received before 11 am between Monday and Friday. But same as the standard delivery it is not available on Saturday and Sunday and also on bank holidays. This delivery will charge £25 per order.in addition this express delivery not contains any type of fragrances.

- In how many area montblanc delivery system is available?

This standard and express delivery system of montblanc only provide in UK including the channel island.

- How can I collect my purchase from boutique?

You can order online and collect your purchase from your selected Montblanc boutique but this does not include any type of fragrances.

- In how many days I can return my product?

You can return your product within 14 days

BLOG POST:-5

NAME:-BRIJESHKUMAR PATEL

STUDENT NUMBER:-1704795

Blogging to Action

Montblanc always ready to update their products especially in watches.

MODEL:-MONTBLANC STAR CRONOGRAPH MENS AUTOMATIC WATCH 110599

PRICE:-£3,815.00



This watch from montblanc is available on four different types of payments which are 12 months, 24 months, 36 months and 48 months without taking any interest.

- If I applied for 12 months so I much deposit I have to pay?

Well, sir you have to pay £381.50 deposit and your monthly instalment is £286.13.

- How much loan amount will be passed?

If you have an applied for 12 months instalment then your loan will be passed £3,433.50.

- Why should I going to buy this watch rather then others?

If you going to buy montblanc star chronograph men's automatic watch 110590 you will get a chance pay in instalments.

- MODEL:-MONTBLANC Star Automatic Stainless Steel Silver dial unisex Watch 106466
- PRICE:-£3,215.00



- Can I get instalment in this watch?

No, sir there are no instalments are available in this watch.

- This is available on the site?

Now it is not available but you can call us and order your watch.

- What is the difference between this two watch?

If you going to buy montblanc star chronograph men's automatic watch 110590 you get a chance

BLOG POST 7- “THANKS POST PROCEDURE”

**STUDENT: HORHOCEA CRISTIANA-MARA (ID
1604608)**

SUBJECT: MARKETING FUNDAMENTALS

LECTURER: RICHARD SMALL



“As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them.”

– John F. Kennedy

“**MONTBLANC**” wants to thank all its stakeholders for helping us to achieve this big stage of success, step by step since our very first store.

As many of you may already know, everything started 111 years ago, in 1906 and since then, **MONTBLANC** has been making the finest quality goods. And with the aid of our customers, we succeeded to reach the number of 449 stores all around the world. **MONTBLANC** took the lead of Minerva's Villeret manufacture in 2006, collaborating with its pioneering designers and engineers to create a new line of truly impressive eminent watchmaking and launching the brand into the upper echelons of fine watchmaking. Trusted to preserving the inveterate art of Swiss watchmaking at an extreme level, **MONTBLANC** watches are projected with infinite aesthetics and accuracy movements.

Our high-quality products are appreciated by a lot of people who became our devoted customers and we are delighted to always please them and make them happy by creating a wide range of the best watches, accessories, jewelry, pens and so on. And we are also thankful for all the appreciation.

Therefore, in order to prove our gratitude for our customers' love and appreciation for the **MONTBLANC** brand, we are offering them a brand new VIP REWARDS PROGRAM, which is a Loyalty Program; that means that starting with the new 2018 year, we will be according them an annual discount on their anniversary. Our purpose is to give them the chance to get a 50% off discount for ANY product they want to buy, even if it is your own birthday or a friend's, a relative's or your partner's birthday. You only have to demonstrate it by sending us an email including all the proving details and after that you will be given the voucher, but we can also send it via post mail; it is up to every customer's choice.



Furthermore, **MONTBLANC** has another surprise for its stakeholders. Everybody knows that the end of the year is a time for holiday celebrations and other related end-of-the-year events, so we believe that this is a great opportunity to personally introduce ourselves to our customers and to get to know them in a different environment outside of hard, tiring business life. Therefore, we will be throwing an outside-of-work party on the 20th of December. We will not only have fun and enjoy meeting each other, but we will introduce our customers to newly-launched products and we

will let them try them out while assuring a wide range of appetizers and drinks for a relaxed after-hours feel. It is also going to be an invitation-only party.

Hopefully it will be in our customers' minds that they are valued and appreciated!

THANK YOU!!!

