

## BANKING CRISIS: Swiss LUXURY WATCHES TO DEPOT

Due to the stock market crash investors are looking for alternative investment and plan to develop the field of mechanical watches.

The First Swiss Luxury Watches whose headquarter is located in Zurich found the possibility of successful investment and worked on this matter consistently.

The two brands Rolex and Patek Philippe are preferred by public, that is to say, the new investment will bring a growth in value without any loss.

The latest letter from the First Swiss Luxury Watches says that Stefan Krummenacher, a young entrepreneur, will offer a kind of luxury watches of high quality as an alternative investment.

The Swiss on-line supplier, founded in Seefeld in Zurich in 2006, showed anti – periodic response to the general economic depression. This is not the first time that the First Swiss Luxury Watches which includes a shop near the exclusive Bahnhofstrasse operates against the tide successfully.

For example, Krummenacher advocates bringing the high quality label for Internet sale of Swiss Luxury Watches into being. "The watches are 20 percent cheaper than those in stores," says Stefan Krummenacher, Managing Director and Holders of First Swiss Luxury Watches. "Thus, more and more watches are sold out by supplier on the Internet. Service and warranty service are compulsory," says Krummenacher further.

Consumers need orientation which could offer a quality label. Stefan Krum - Menachem is going to found an industry association with his staff. Those suppliers can become a member of the association in compliance with the quality requirements: they must provide a personal consultation if required and general service and warranty service in the special list shop. These services are considered centrally to build faith in customers. The Association represents the interests of members externally and offers them a website in common. Thus, the association works as a communication bridge between customers and suppliers when problems arising.

"Installment and internet sales will be the second biggest trend in the next few years", Krummenacher convinced. More and more customers choose this way of payment when purchasing the luxury watches like what they do when purchasing cars for many years.

