

Focus on New Organization

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The Swiss family business has recently established a new organization under dynamic management leadership. The long-term strategy is to maintain the group's independence. Ronda is investing in international production facilities, in order to strengthen its ongoing production capabilities. A design study was initiated to illustrate to watch manufacturers the unique opportunities of Startech 3500 chronographs.

New alignment

In the context of the new alignment, the third generation's team building process with the management takes on an important role to further optimize process efficiency. Under the newly developed Corporate Mission, the Ronda Group's long-term independence is of prime importance. As an autonomous Swiss producer of electronic and mechanical movements, the Group holds a unique position in the world market. Management continues to rely on a close collaboration with watch manufacturers all over the world as a key element for success.

Extending group-wide competences

As an important supplier to the watch industry, Ronda has reacted to last year's positive trend and adapted its production centers in Switzerland and Asia. In the process of the continuing improvements, the previous years' investment programs in component manufacture were extended, for example with the production of turned parts or the increased installation of CNC machining centers. This has been instrumental in achieving an ongoing broadening of industrial competence and collaboration with specialized suppliers completes the group's know-how.

Comprehensive product offer

Ronda offers an attractive range of watch movements for all kinds of timekeepers and an extensive Chrono selection with four product lines. Worth a mention is the 10½ x 11½" Startech 3500 series; the only Swiss made quartz chronographs with eye positions at 6-9-12 and 6-12 guaranteeing distinctive looks. A design study specifically for ladies and gents models visualizes the possibilities and advantages for the 3500s brilliantly.

To ensure customer competitiveness, there have been no price increases, guaranteeing an exceptionally attractive price-performance ratio. Ronda considers its customer success as both a seal of approval and as motivation.

The production of the mechanical caliber R150 involves the optimization of industrial production, where priority is given to process refinement and a reliable quality control system.

Services

A mutually creative search for solutions with our customers enables the identification and realization of market opportunities. With industrially feasible concepts, Ronda sells more than merely watch movements. Its services include watch assembly at the Ronda Time Centre, which also develops approaches for the technical development of watches in Switzerland. Ronda's expert teams are available to answer questions of all kinds and suggest constructive solutions, whether in Switzerland or in Hong Kong.

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