

Entrepreneurship and Social Contribution Through Fountain Pens and the Act of "Writing" by Montblanc

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Abstract

The purpose of this study is to analyze the branding of Montblanc, which is interesting in terms of brand, through its entrepreneurial spirit and social contribution. Specifically, we will focus on Montblanc's entrepreneurial spirit, from writing instruments to watches and social contribution projects through the art of "writing." Montblanc's involvement in branding emphasizes the four major brand components (management resources) of history, place, people, and technology. We have provided spirited discussions on the four components and our perspectives.

Keywords

Montblanc, entrepreneurship, social contribution, luxury brand, watch business