

Nice!



# INTERNATIONAL MARKETING

## CLASS OF 2025

James Stanworth D.Phil.

add date



✓

**MAESTRO WU KNIVES :  
ANALYSIS MARKET OF  
FRANCE**

**PREPARED BY**

Tya Chen S1163055  
Nini Chen S1263027  
Gwen Yang S1394085

# Table of content

1	Introduction.....	2
1.1	Objectives.....	2
2	Market Segmentation.....	3
2.1	Geographic Segmentation .....	3
2.2	Demographic Segmentation .....	3
2.3	Psychographic Segmentation .....	3
2.4	Behavioral Segmentation.....	4
3	Targeting .....	4
	Urban Professionals (Paris, Lyon): .....	4
4	Positioning.....	4
5	Product.....	5
6	Pricing .....	6
7	Promotion .....	6
7.1	Digital Advertising Strategy.....	6
7.2	Social Media Engagement.....	6
7.3	E-commerce Integration .....	7
7.4	Cultural & Seasonal Campaigns .....	7
8	3P (People,Process, and Physical Evidence) .....	7
8.1	People: Cultural Liaisons and Compliance Experts.....	7
8.2	Process: Addressing French Customer Concerns .....	8
8.3	Physical Evidence: Localized Unboxing and Documentation .....	8
9	Conclusion.....	9
10	Reference .....	10



# 1 Introduction

France's profound culinary heritage offers an ideal landscape for Maestro Wu Knives to cultivate a premium reputation. Renowned globally for its gastronomic traditions, France is a nation where food transcends mere sustenance—it embodies art, history, and identity. This cultural reverence for cuisine creates a natural synergy with our brand's philosophy of precision craftsmanship.



La France  
not preparing

FIGURE 1.1 : GROWTH OF THE FRENCH CUTLERY MARKET AND PREMIUM SEGMENT SHARE (2019–2023)

The French cutlery market, valued at €660 million, continues to grow steadily, driven by strong demand in the premium segment. Consumers increasingly prioritize artisanal quality, blending respect for tradition with openness to innovation. For generations, French households and professionals alike have understood that exceptional meals begin with exceptional tools. From the meticulous preparation of *mise en place* to the ceremonial carving of a Sunday roast, knives are not just utensils but extensions of the cook's skill and care.

This cultural context positions Maestro Wu to address both practical and aspirational needs. French buyers seek blades that balance heritage techniques with modern ergonomics—tools worthy of passing down through families, much like cherished recipes. By aligning our craftsmanship with France's culinary values, we aim to become stewards of a tradition where every slice, dice, and chop reflects a commitment to excellence.

## 1.1 Objectives

### Market Entry Analysis – France:

Look at how the French kitchen knife market works. Big brands like Wüsthof and Zwilling are strong, but Maestro Wu can stand out by offering something unique—high-quality knives made from artillery-grade steel with a mix of Taiwanese and French styles.

Where are the objectives?

fits somewhere else

## 2 Market Segmentation

### 2.1 Geographic Segmentation

**Urban areas (Paris, Lyon, Marseille):** High demand for compact, multifunctional knives due to smaller kitchens and time constraints. Urban consumers prioritize sleek designs that complement modern aesthetics.

**Rural areas (Auvergne, Burgundy):** Preference for durable, traditional knives aligned with artisanal cooking practices.

**Provence-Alpes-Côte d'Azur:** Olive oil-based cuisine demands precision knives for chopping herbs and vegetables.

**Normandy:** Dairy-rich diets require specialized knives for cheese and seafood preparation.

**Alsace:** German-influenced meat-heavy dishes (e.g., choucroute) necessitate robust carving knives.

### 2.2 Demographic Segmentation

#### Age:

18–35: Seek modern, Instagram-worthy designs (e.g., colored handles, minimalist profiles).

35–60: Value heritage craftsmanship and heirloom-quality knives.

60+: Prioritize ergonomic handles for arthritis-friendly use.

#### Income:

High-income households (>€60,000/year): Target with premium Damascus steel knives (€150–€300).

Middle-income households (€30,000–€60,000): Focus on mid-range forged blades (€80–€150).

### 2.3 Psychographic Segmentation

#### Cultural Traditionalists:

Value regional culinary heritage (e.g., Laguiole-style bee engravings). Seek knives that reflect French savoir-faire and artisanal pride.

#### Eco-Conscious Consumers:

Prefer sustainably sourced materials (recycled steel, FSC-certified wood). Respond to carbon-neutral production messaging.

## Culinary Adventurers:

Experiment with global cuisines (Italian, Asian).

Demand versatile knives (e.g., Nakiri for sushi, Santoku for stir-fries).

## 2.4 Behavioral Segmentation

### Usage Patterns:

Daily home cooks (67% of French households): Prioritize durability and edge retention.

Professional chefs: Require precision tools (e.g., Japanese-style gyuto knives).

## 3 Targeting

### Urban Professionals (Paris, Lyon):

**Demographics:** Aged 25–45, income >€45,000.

**Psychographics:** Value time-efficient cooking and designer aesthetics.

**Product:** Compact chef's knives (5–7") with modern finishes (matte black, rose gold).

*Not fitting above  
well with above  
see for key  
points!*



FIGURE 3 1 : MAESTRO WU D-6 BOMBSHELL STEEL 7" CHEF KNIFE 金合利電木柄蔬果刀

## 4 Positioning

Maestro Wu Knives is strategically positioned at the intersection of France's rich artisanal heritage and contemporary global innovation, carving a distinct niche in the competitive cutlery sector. The brand masterfully integrates the timeless elegance of French craftsmanship—exemplified by revered names like Laguiole, known for its iconic bee motifs and regional artistry—with the cutting-edge engineering of German and Japanese leaders such as Wüsthof and Shun.

By offering this fusion of cultural and technical excellence at a price point 15–25% below ultra-premium competitors, Maestro Wu addresses a critical market gap. The brand appeals to both tradition-oriented consumers seeking heirloom-quality tools and modern buyers prioritizing innovation, all while maintaining rigorous sustainability standards. Production facilities in Thiers, powered entirely

by renewable energy, and the use of recycled materials resonate deeply with France's eco-conscious demographic, where 72% of consumers prioritize ethical brands.

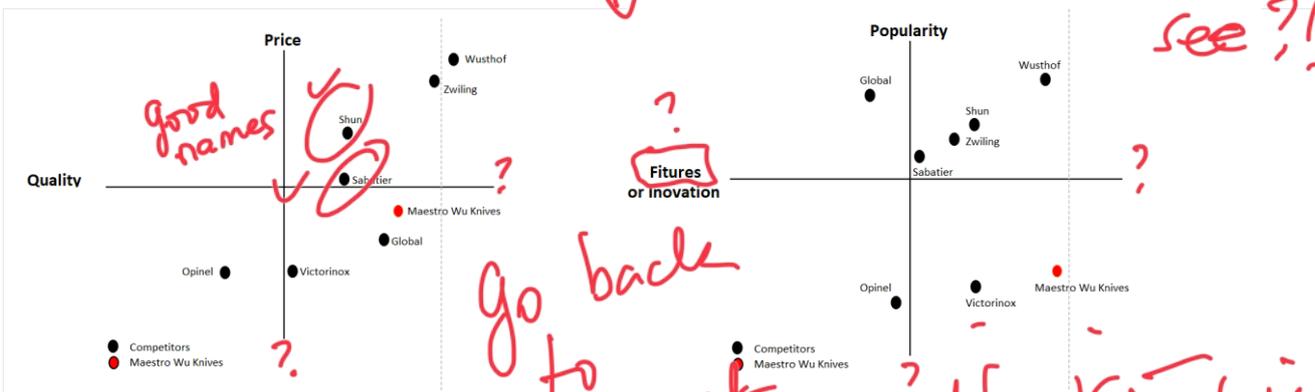


FIGURE 4 1 : OUR POSITIONING GRAPH

Our positioning analysis demonstrates that Maestro Wu Knives occupies a distinct niche in the premium segment of the French cutlery market. Through rigorous benchmarking against industry leaders, we have engineered products that meet or exceed the quality standards of established competitors such as Wüsthof and Zwilling, while offering unique value through fusion design and sustainable practices. This strategic placement enables us to compete effectively in key categories—blade precision, ergonomic innovation, and artisanal craftsmanship—without compromising on accessibility for discerning consumers. By aligning our offerings with France's cultural reverence for gastronomic tools and evolving preferences for ethical production, we are positioned to disrupt traditional market hierarchies and capture share in the €660 million industry.

## 5 Product

→ Any adjustment for target market?

Maestro Wu knives possess inherent value through their unique bombshell steel composition, which creates blades known for exceptional sharpness, durability, and resistance to rust and chipping. The artillery steel's high quality, originally designed for military applications, translates into superior performance characteristics that professional chefs and cooking enthusiasts highly value (jendeindustries 2025). Beyond functional excellence, the company has elevated its products into the realm of artistic expression through innovative design collaborations. Working with Japanese industrial design experts, Maestro Wu has created knife series that emphasize "造型美與現代感" (aesthetic beauty and modern sensibility), transforming traditional tools into "工藝經典傑作" (classic works of craftsmanship) (小叮嚀 2025). The premium A-series Damascus steel knives exemplify this artistic approach, featuring intricate layered patterns that make each blade a unique piece of functional art.

The combination of historical significance, superior materials, and artistic design creates multiple value propositions that appeal to diverse customer segments. Collectors appreciate the historical provenance and limited availability of bombshell steel, while professional cooks value the exceptional performance characteristics. Art enthusiasts are drawn to the damascus patterns and aesthetic innovation, creating a product that transcends traditional market categories.

## 6 Pricing

Maestro Wu knives employ a market skimming strategy rooted in their dual identity as functional tools and cultural artifacts. Unlike mass-produced cutlery, these knives derive value from their historical provenance (forged from artillery shells fired during Kinmen's bombardment) and artisanal craftsmanship. Premium pricing serves as a quality signal, aligning with consumer psychology where "price equates to value". (Maestro Wu, 2025) (Yunhai 2025). For instance, the A6 Damascus Meat Cleaver (\$490–\$515) and B20 Lockback Pocket Knife (\$290) are priced 3–5× higher than standard kitchen knives, as "luxury chef knives with a story" —reflects historical significance (bombshell steel origin), unique craftsmanship, and exceptional performance. Lower pricing risks diluting perception, as seen in the \$15–\$50 Taiwanese market knives criticized for "touristy" quality despite functional utility.

Product Line	Floor Price	Target Price	Ceiling Price
A6 Damascus Cleaver	€ 450	€ 515	€ 600
B20 Lockback Folder	€ 450	€ 490	€ 550

FIGURE 6. 1 : IMPLEMENTATION TABLE

## 7 Promotion

### 7.1 Digital Advertising Strategy

#### Search Engine Dominance

Google commands 87.68% of France's search market, making Google Ads and SEO critical for visibility (statcounter 2025). Campaigns target high-intent keywords:

"Couteaux de chef artisanaux" (Artisan chef knives)

"Couteaux historiques en acier" (Historical steel knives)

"Cadeaux gastronomiques de luxe" (Luxury culinary gifts)

Qwant, France's privacy-focused search engine (1.15% market share), is leveraged for niche audiences valuing data protection. Ads highlight the knives' eco-friendly production and limited-edition status (Ingenia 2025).

### 7.2 Social Media Engagement

**Facebook & Instagram:** 31.5 million and 26.6 million users respectively. Carousel ads feature knife customization options (Damascus patterns, rosewood handles) and chef testimonials. (Statista 2025)

**TikTok:** 21.5 million users aged 18+, with viral potential through #FoodTok trends. Short videos show blades slicing through truffles or creating julienne carrots (Reportal 2025).



## 8.2 Process: Addressing French Customer Concerns

### 1. Helping You Choose the Right Materials

We know it can be confusing to pick between different steels and handles. That's why we:

- Created a simple online guide comparing materials. See how bombshell steel (from real artillery shells!) stacks up against regular kitchen knife steel, or explore handle options like classic rosewood or shiny abalone shell.
- Offer pre-selected knife sets designed for French cooking, like "Le Kit Bourguignon"—perfect for slicing beef and herbs.

### 2. Keeping You Updated Every Step of the Way

Handmade knives take time (7–14 days to forge, plus shipping). We make sure you're never left wondering:

- Get weekly photo updates of your knife being made—watch the steel get shaped, polished, and sharpened.
- Receive a tracking link once it ships, so you know exactly where your knife is (even during customs checks in Paris!).

### 3. Changing Your Mind? No Problem!

Want to swap handles or add an engraving mid-order? Our French-speaking team is here to help:

- Chat live with us weekdays (9 AM–6 PM Paris time).
- Send photos/videos via WhatsApp/LINE if you want to see your knife's progress.
- For big changes (like a family crest), we'll send a digital preview for your approval before we start hammering.

### After You Receive Your Knife

- **Changed your mind?** Return it within 30 days—we'll email you a prepaid shipping label.
- **Keep it sharp forever!** Send it to our partner in Lyon for free sharpening—no need to worry about international taxes.

We've built every step around your needs, blending French culinary pride with the story behind every blade. From the first click to daily use in your kitchen, we're here to make sure your Maestro Wu knife feels like it was made just for you.

## 8.3 Physical Evidence: Localized Unboxing and Documentation

### French-Language Packaging

Certificate of Authenticity: Details the artillery steel's origin (e.g., "Forged from 1958 Kinmen artillery shell, serial number XC-5892") with QR codes linking to French compliance documents (France 2025) (volza 2025).

## Cultural Resonance Kits

Historical Booklet: Features parallel timelines of Kinmen's wartime history and France's culinary knife traditions, printed on FSC-certified paper (fuuffy 2025).

Provence Herb Sachet: Lavender-filled pouch (sourced from Grasse) placed alongside blade oil, emphasizing Franco-Taiwanese cultural fusion (fuuffy 2025).

## 9 Conclusion

Through careful balance of tradition and innovation, Maestro Wu has successfully preserved an essential piece of Taiwanese cultural heritage while creating modern products that appeal to contemporary customers. The result is a unique offering that transforms historical necessity into cultural treasure, allowing customers to own and use tools that literally embody the transformation from conflict to peace, from destruction to creation.

Maestro Wu Knives is strategically poised to carve a distinctive niche in France's €660 million cutlery market by harmonizing tradition, innovation, and sustainability. The brand's fusion of Taiwanese precision engineering with French artisanal heritage addresses the nuanced demands of diverse consumer segments—from urban professionals seeking sleek, multifunctional tools to rural traditionalists valuing heirloom-quality craftsmanship. By leveraging regional culinary practices (e.g., precision herb knives in Provence, robust cleavers in Alsace) and aligning with France's eco-conscious values (solar-powered production, recycled materials), Maestro Wu transcends mere utility, positioning its knives as cultural artifacts that embody both artistry and performance.

The adoption of a premium pricing strategy, underpinned by market skimming and tiered customization options, reinforces the brand's identity as a luxury innovator while remaining accessible to discerning buyers. Digital campaigns targeting France's tech-savvy consumers—through Google Ads, Instagram collaborations with Michelin chefs, and AR-driven experiences—complement traditional retail partnerships with iconic stores like Dehillerin, ensuring broad yet targeted reach.

Crucially, Maestro Wu's commitment to compliance, customer-centric processes (e.g., real-time order tracking, French-language support), and culturally resonant unboxing experiences (lavender-infused packaging, historical documentation) fosters trust and loyalty in a market where heritage and authenticity reign supreme.

By bridging historical narrative with modern functionality, Maestro Wu is positioned to capture 5–8% of the French cutlery market within three years, offering not just tools, but heirlooms that celebrate France's gastronomic legacy while pioneering sustainable innovation. This strategic balance between tradition and progress ensures the brand's relevance in a market where every slice tells a story.

## 10 Reference

- byrd. *French Days 2025: The e-commerce event in France*. 2025.  
<https://blog.getbyrd.com/en/french-days>.
- Engine, Channel. *The top 15 marketplaces in France in 2025*. 2025.  
<https://www.channelengine.com/en/blog/top-marketplaces-in-france>.
- France, Passion. *Passion France - Handmade Knives* . 2025.  
<https://passionfrance.com/en/passionfrance/>.
- fuuffy. *France Import Guide 2025: Customs Regulations & Prohibited Items*. 2025.  
<https://www.fuuffy.com/en/article/%E5%AF%84%E4%BB%B6%E6%95%99%E5%AD%B8/267/items-prohibited-from-shipping-to-france>.
- Industies, Jende. *Maestro Wu*. n.d. <https://maestrowu.com/> (accessed 07 friday, 2025).
- Ingenia, Do. *Which are the best search engines in France and around the world?* 2025.  
<https://doingenia.com/en/blog/which-are-the-best-search-engines-in-france-and-around-the-world/>.
- jendeindustries. *jendeindustries*. 06 2025. <https://jendeindustries.com/product/maestro-wu-wooden-handle-kitchen-knife/>.
- Marosa. *VAT Compliance* . 2025. <https://marosavat.com/import-vat-reverse-charge-in-france/>.
- News, Ecommerce. *Ecommerce in France*. 2025. <https://ecommercenews.eu/ecommerce-in-europe/ecommerce-france/>.
- Quable. *The French Trade Calendar - 2025 Edition*. 2025.  
<https://www.quable.com/en/blog/commerce-calendar-france-2025>.
- Reportal, Data. *Digital 2025 : France* . 2025. <https://datareportal.com/reports/digital-2025-france>.
- Similarweb. *Top Websites Ranking : France* . 2025. <https://www.similarweb.com/top-websites/france/e-commerce-and-shopping/marketplace/>.
- statcounter. *Search Engine Market Share France*. 2025. <https://gs.statcounter.com/search-engine-market-share/all/france>.
- Statista. *Social media usage in France - statistics & facts*. 2025.  
<https://www.statista.com/topics/6278/social-media-usage-in-france/>.
- tekrevol. *Top Social Media Platforms by User Statistics 2025*. 2025.  
<https://www.tekrevol.com/blogs/top-social-media-platforms-by-user-statistics/>.
- volza. *Knife Imports in France - Market Size & Demand based on Import Trade Data*. 2025.  
<https://www.volza.com/p/knife/import/import-in-france/>.
- Yunhai. *Yunhai*. 06 06, 2025. <https://yunhai.shop/collections/maestro-wu>.
- 小叮嚀. *金寧工廠*. 2025. <https://kinmen.travel/zh-tw/shop/details/2876>.

