



The analysis of Australia

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Objectives

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1. Introduction

● Maestro WU is a knife brand which has a rich history, it produces many kinds of knives for cooking or other purposes. It has several specific features that come from how they create their knives. For example, they use bombshells to make knives and wood to make hilts, which are unique and environmentally friendly.

● Australia is a country which many people make their own foods throughout the whole week, this country also has a very good environmental awareness, so we think these are the features that we can focus on if we want to export our product to a foreign country.

● For the reason above, we can say it is that it is possible for us to create a market in Australia. Supply meets demand, we think that our product has strong connections with this country, and we'll make a more detailed segmentation and analysis throughout our report to make sure our product can enter and thrive in this country.

2.STP

2.1 Segmenting:

2.1.1 Behavior Segmentation:

In terms of behavioral segmentation, we divided users into three categories based on frequency of use:

- **Light users:** use the product approximately twice a week.
- **Normal users:** use the product daily times a week.

- **Heavy users:** use the product almost every meal

2.1.2 Geography Segmentation:

In terms of geographic segmentation, we separate into two segmentations.

Urban area:

More than 20% of the population, Where most of the Australian lives.

Countryside:

LESS than 10% of the population, the places that humans are less than animals.



Figure X

2.1.3 Demographic Segmentation:

In terms of income segmentation, we categorized our target demographic into four groups based on their monthly income levels :

High-income: Those earning more than \$US10,000 are classified.

Upper-middle income: Those earnings between \$US 6,000

and 10,000 are considered.

Lower-middle income: Those earnings between \$US 3,000 and 6,000 are categorized.

Low-income: Those earning less than \$US 3,000 fall into the Low-income category.

2.2 Targeting

We are targeting those people who are classified as high-income families and focus on unique and special. We found out that these people are more willing to cook at home. Furthermore, most of them live in the urban so it makes it easier for them to buy different types of merchandise, so as different types of knives. As a result, our main target will be focusing on these people.

2.3 Positioning

Figure 1 shows our position. Our product can be fully recycled, and it is made by boom shells. The story of transfer makes it stand out in the market, on the other hand, its price is the weakest. For example, we made a comparison of price and stories between our product (fruit knife), a brand from China which we found in Shopee, a Japanese brand called Shun. And a brand named Vitorino from Switzerland, and Dexter-Russen from the Us.

We discover that our prices are quite higher than the Shopee product but lower than the Shun brand, and our stories are also quite stand out, so we can use it as a gimmick to draw our customer or knives collectors.

Figure 2 shows we use the price and duration as position strategy. From the info we got on ChatGPT, we found out that the hardness of the Shun is at 60-61 HRC, which is higher than our

product (56-58HRC), but we also found out that the Chinese one is far lower than 55HRC makes us think that maybe this is not the advantage that we can work on, but at least product is better than many on the market and it's promising.



Figure1



Figure2

Insert with Word

3.Product

In Australia, cooking is more than just a daily routine — it's a philosophy of living, a celebration of culture, and a way to connect with others. Whether it's preparing a comforting family meal, grilling a perfectly marbled steak outdoors, or creating fusion cuisine that reflects the country's rich diversity, every kitchen deserves a knife that performs with excellence and looks as good as it feels.

Our handcrafted multi-purpose kitchen knife is thoughtfully designed to meet the high standards of Australian cooks — combining functionality, durability, and personal expression. Forged by seasoned craftsmen using premium high-carbon or stainless steel, each blade delivers exceptional sharpness, long-lasting edge retention, and corrosion resistance, capable of tackling everything from meat and seafood to firm root vegetables with precision and ease.

But beyond performance, we believe a good knife should reflect the personality and preferences of its user. That's why we offer extensive customization options — from handle materials, grip shape, and surface textures to blade engravings, weight balance, and even personalized packaging. Each knife becomes not just a tool, but a one-of-a-kind piece of craftsmanship tailored to your hand and your kitchen.

We believe a truly great knife goes beyond sharpness. It should feel like a natural extension of your culinary style — enhancing your cooking flow, elevating your kitchen, and even serving as a meaningful gift or collectible. Through this dedication to quality, functionality, and impersonality, we aim to bring a new level of cooking experience to Australian homes and professional kitchens — where every cut, every dish, and every moment in the kitchen is made more intentional, beautiful, and personal.

4.Promotion

yes
Taiwan story ≠
Aust. story!

To promote the Kinmen kitchen knife in the Australian market, we aim to highlight its eco-friendly values, cultural story, and handcrafted quality through a range of digital marketing channels. Our strategy focuses on visually engaging content that emphasizes the transformation of recycled artillery shells into sustainable, functional kitchen tools. This approach is designed to appeal to environmentally conscious and culturally curious consumers in major metropolitan areas.

YouTube

- **Market Role in Australia:** One of the most-used video platforms across all age groups.
- **Strategy:** Publish 1–2-minute reels showing the transformation of recycled artillery into functional, eco-friendly knives.

Instagram

- **Market Role in Australia:** A top platform for lifestyle and visual marketing, especially among millennials and Gen Z.
- **Strategy:** Use Reels and Stories to highlight knife-making steps, customer reviews, and eco-conscious messages.

TikTok

- **Market Role in Australia:** Fastest-growing platform, especially among younger consumers.
- **Strategy:** Short, high-impact videos featuring the dramatic forging process, cultural backstory, and before-after transformation (shell to knife).

Amazon Australia

- **Market Role:** One of the leading e-commerce platforms, known for fast shipping and trust.
- **Strategy:** Use Amazon as the main sales channel, with detailed product listings emphasizing sustainability, craftsmanship, and story.

5.Pricing

Our pricing strategy is based on a deep understanding of product positioning, consumer perception, and market expectations. We have adopted a **Market Skimming** approach, which is especially well-suited for premium, hand-crafted products like our knives. In this strategy, price is not just a reflection of cost, but a key indicator of craftsmanship, exclusivity, and brand identity.

In discerning markets like Australia, pricing too low can create doubts about a product's quality and reliability. Consumers may associate low prices with poor durability or mass production. Much like people avoiding overly cheap smartphones due to concerns about their performance and lifespan, our customers view price as a signal of trust, value, and pride in ownership.

Practical Use Series: NT\$700–NT\$3,200 (approx. AUD 32–145)
This range is ideal for everyday kitchen use. These knives prioritize durability and usability yet still feature high-carbon steel blades and solid wooden handles to ensure long-lasting performance.

Dragon-Carved Premium Series: NT\$3,200–NT\$8,800 (approx. AUD 145–400)

Designed for collectors, gift-giving, or luxury cooking experiences, this series incorporates intricate dragon motifs and cultural elements. These knives carry strong aesthetic value and artistic identity, making them both functional tools and

⁹
persuade
me this is
premium.

conversation pieces.

Beyond our standard ranges, we also offer **fully customized knives** tailored to individual preferences. These may include custom engravings, rare materials, precise weight balance, and luxury packaging. For clients seeking a one-of-a-kind, heirloom-quality knife, we place no fixed price ceiling. The cost is determined by the degree of personalization and the rarity of materials used.

By combining a premium pricing model with flexible customization, we can appeal to both practical-minded consumers and luxury buyers seeking uniqueness. This strategy not only reinforces our brand's positioning in the international market but also maximizes the perceived value across diverse customer segments.

6. 3P

6.1 People

Craftsmen from Kinmen

We collaborate with traditional blacksmiths in Kinmen who have mastered the art of knife-making through decades of experience. Each knife is hand-forged from recycled artillery shells, transforming instruments of war into tools of daily life. These craftsmen not only ensure high standards of quality and durability but also understand the emotional and cultural value behind the product.

Customization is available for blade types or engraving, and each craftsman pays close attention to the customer's specific requests, as precision and personalization are key to the customer experience. We emphasize close communication with our makers to ensure each order reflects both the artisan's skill and the buyer's

intent.

*where
are they?*

Online Customer Service Staff

As all our products are manufactured in Kinmen and shipped internationally to Australia, our customer service team serves as the critical bridge between production and the end user.

Our staff are trained to thoroughly understand the knife-making process, materials used (e.g., recycled shells, wooden handles), estimated production and shipping timelines, and customization options. This knowledge allows them to answer questions efficiently and offer suitable recommendations to different customer types, including eco-conscious consumers, chefs, and diaspora buyers.

Since our key markets include Chinese-speaking Australians and environmentally aware urban residents, bilingual communication (Mandarin and English) is essential. All staff are required to pass internal training and demonstrate cultural sensitivity, ensuring clear and effective support for diverse customer needs.

Additionally, our order management system operates on a batch-processing model. Orders are collected and confirmed twice a week before being forwarded to the workshop. This process enhances logistics efficiency while giving craftsmen sufficient time for quality production.

6.2 Process

Having concerns about our material which is bombshells:

Introduce them to our website to see more about its story or have more precise details on our package to make our customers at ease.

Are our products really handmade? Or is it just a gimmick to scam people?

To make sure every part of our progress is authentic, we'll put on many kinds of instruction videos of how our workers make the product and have a detailed explanation with it to inform our customers that we are truly dedicated to our product and we are not here to scam people.

6.3 Physical evidence

Inheriting the natural stubbornness and solid foundation of the "blacksmith", Master Wu, who insists on making knives by hand, still stays by the furnace every day to transform "cannonball steel" into something magical; to prevent counterfeiting, he also pioneered the on-site designated cannonball shell knives, so that you can experience the amazing professionalism in every process. These are the ideas that our founder promotes, which make us believe that "handmade" is the ultimate belief and we'll uphold it to make our brand proud and shine.

7. Conclusion

Through an in-depth analysis of the Australian market and leveraging the unique attributes of Maestro Wu knives, we have clearly formulated a marketing strategy tailored for the Australian market.

Firstly, in terms of our STP analysis, we have identified consumers in major metropolitan areas along Australia's eastern coast as our ideal target audience. These consumers are passionate about cooking, value quality of life, and are increasingly conscious of product sustainability and unique narratives, particularly high-income households.

Regarding our positioning, we have clearly demonstrated Maestro Wu knives' unique market placement through two sets of positioning maps: **"Storytelling Value" vs. "Price"** and **"Durability" vs. "Price"**. We aim to establish ourselves as a **premium kitchen tool** that combines excellent performance, cultural depth, and collectible value. Our pricing strategy aligns with this high-end positioning, adopting a market skimming approach to emphasize the product's exquisite craftsmanship and unique value.

Secondly, for our Product strategy, we not only provide sharp and durable knives but also offer **extensive customization options**, allowing each knife to become an extension of the user's culinary style, enhancing the cooking experience in Australian homes.

In terms of **Promotion**, our focus will be on digital marketing. We will leverage visually driven platforms, to tell the unique story of boom shells transforming into kitchen knives. We will use Amazon as our primary sales channel, capitalizing on its vast user base and logistical advantages to ensure our products reach the target audience.

Finally, at **3P**. We understand the role of excellent service and will ensure the highest quality. Our online customer service team will be understanding of product knowledge and order processes, to provide a **wonderful experience**. For physical evidence, we will offer elegant packaging, a historical booklet detailing the product's background, and providing knife care tips.

In conclusion, we are confident that Maestro Wu knives, will successfully establish a new presence in the Australian market.