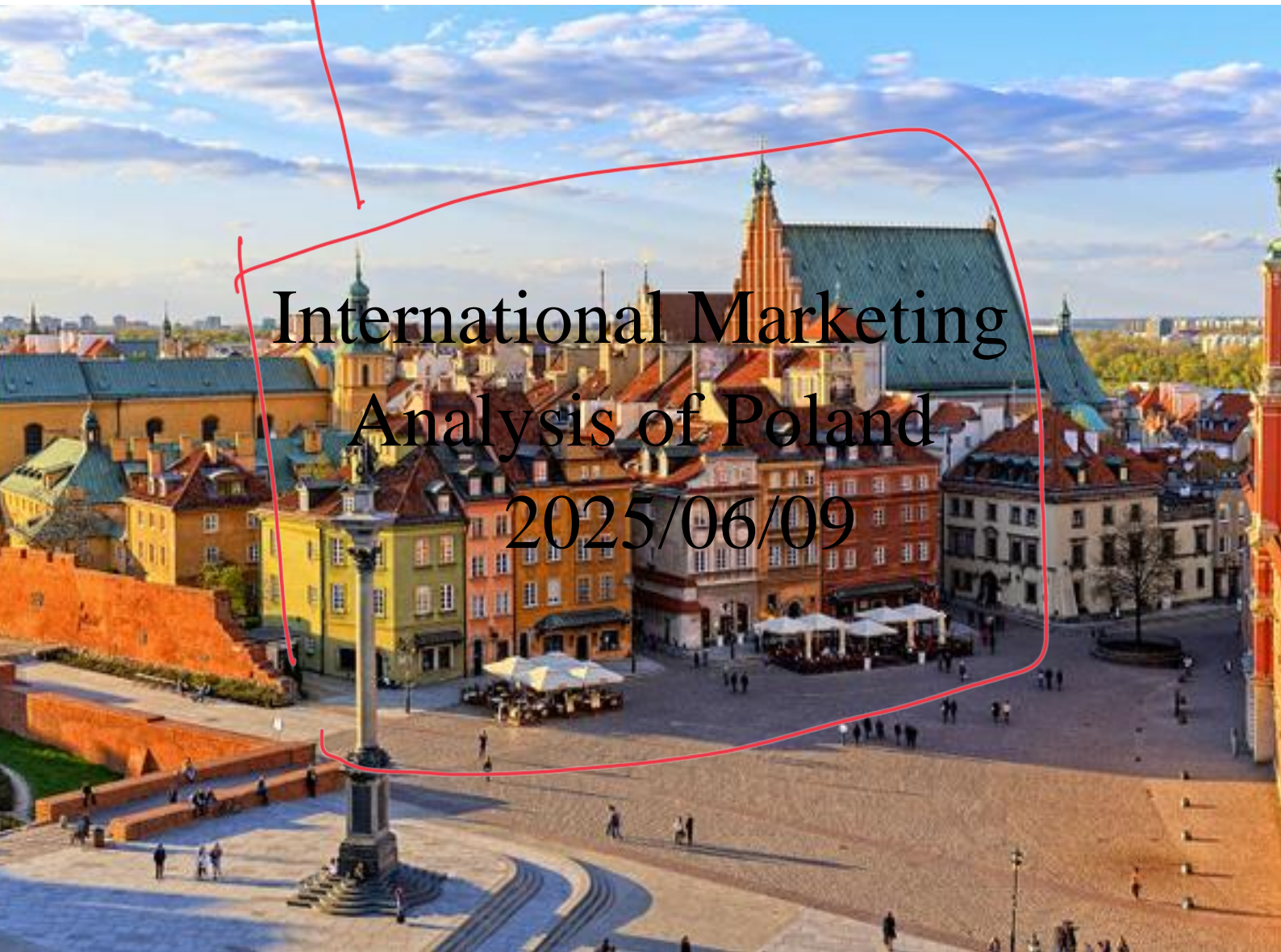


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Five Guys



International Marketing Analysis of Poland 2025/06/09

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Add date

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Introduction

The TOPTUL Star Type Precision Screwdriver Set (GAAW0801) is designed for tasks requiring accuracy and control. Made with durable chrome vanadium steel and ergonomic handles, the screwdrivers offer comfort and precision. The star-shaped tips fit securely into fasteners, reducing slippage and damage. The set is compact and portable, ideal for professionals and hobbyists working on electronics or fine mechanical tasks.

Poland is an ideal target market for importing this tool set from Taiwan due to several strategic and economic factors. First, Poland has a growing industrial and consumer electronics sector, which aligns well with the intended use of precision screwdrivers. Polish consumers and technicians are increasingly in need of reliable, high-performance tools, and Taiwanese products are well-regarded for their balance of quality and cost-effectiveness. Furthermore, Poland's central location in Europe makes it a gateway to other EU countries, increasing the potential market reach. Taiwan and Poland also enjoy solid trade relations, and Poland's stable business environment, EU membership, and relatively low import tariffs make it an attractive destination for Taiwanese exports. Additionally, the rise in DIY culture, automotive repair, and tech gadget maintenance in Poland creates a favorable landscape for introducing a specialized product like the GAAW0801 set. With strategic marketing and distribution, this product could meet a growing demand in Poland's evolving tool market.

Star-type (Torx) screwdrivers are valued for their grip and ability to handle high torque without slipping. Their design reduces wear and extends tool life, making them ideal for electronics and automotive work. These screwdrivers are essential for servicing tamper-resistant devices and offer comfort for long use, making them popular among professionals in various technical fields.

STP

Segmentation

Geographic Segmentation

The Polish market can be segmented geographically into several distinct areas. First, large metropolitan cities such as Warsaw, Kraków, and Wrocław represent areas with higher population density, developed infrastructure, and strong consumer access to international products. Second, mid-sized industrial cities like Rzeszów or

Białystok host clusters of small and medium-sized enterprises, including electronics and mechanical workshops. Third, smaller towns and rural regions with vocational schools and growing DIY communities present demand for affordable, reliable tools, especially for individual users. Lastly, export logistics hubs and free economic zones like those near Łódź or Katowice may serve as strategic locations for B2B tool distribution and warehousing.

Demographic Segmentation

The potential user base in Poland spans multiple demographic groups. One segment includes adults aged 18–24, especially students in technical or vocational schools beginning to build their toolkits. Another group includes adults aged 25–45 who are employed in skilled trades, engineering, and technical services. Older individuals aged 46–65 who engage in repair, maintenance, or hobbyist projects also represent a viable market. In terms of gender, both male and female consumers involved in electronics, DIY, or technical crafts can be targeted. Income segmentation includes both budget-conscious buyers looking for affordable performance and higher-income users seeking professional-grade, long-lasting tools.

Psychographic Segmentation

Polish consumers can also be segmented based on lifestyle, values, and attitudes. One segment consists of performance-oriented users who value precision, reliability, and high-quality materials. Another group includes DIY hobbyists who take pride in fixing or building things themselves and seek tools that support their sense of independence and creativity. A third group includes innovation-minded consumers who are attracted to advanced or ergonomic designs and like staying updated with the latest tool technology. Lastly, there are value-focused individuals who prefer tools that are practical, long-lasting, and offer a good cost-to-benefit ratio, regardless of branding.

Behavioral Segmentation

Behaviorally, users can be divided based on usage frequency and buying habits. First are frequent users who work in repair, maintenance, or construction and require durable tools for daily use. Second are occasional users who need tools for home improvement or hobby-related tasks and may prioritize ease of use and clear instructions. Third, there are deal-seekers who are influenced by promotions,

warranties, or bundled sets when making purchasing decisions. Fourth, some consumers make planned, research-driven purchases based on peer reviews, product comparisons, and brand reputation, while others make spontaneous purchases driven by immediate project needs.

Targeting

Out of many segments, we targeted young adults in Rzeszów and Białystok, including vocational students, young workers and DIY enthusiasts. This group of people are more likely to be medium to heavy users and be budget conscious. They seek products that are good in durability, and at the same time looking for lower prices.

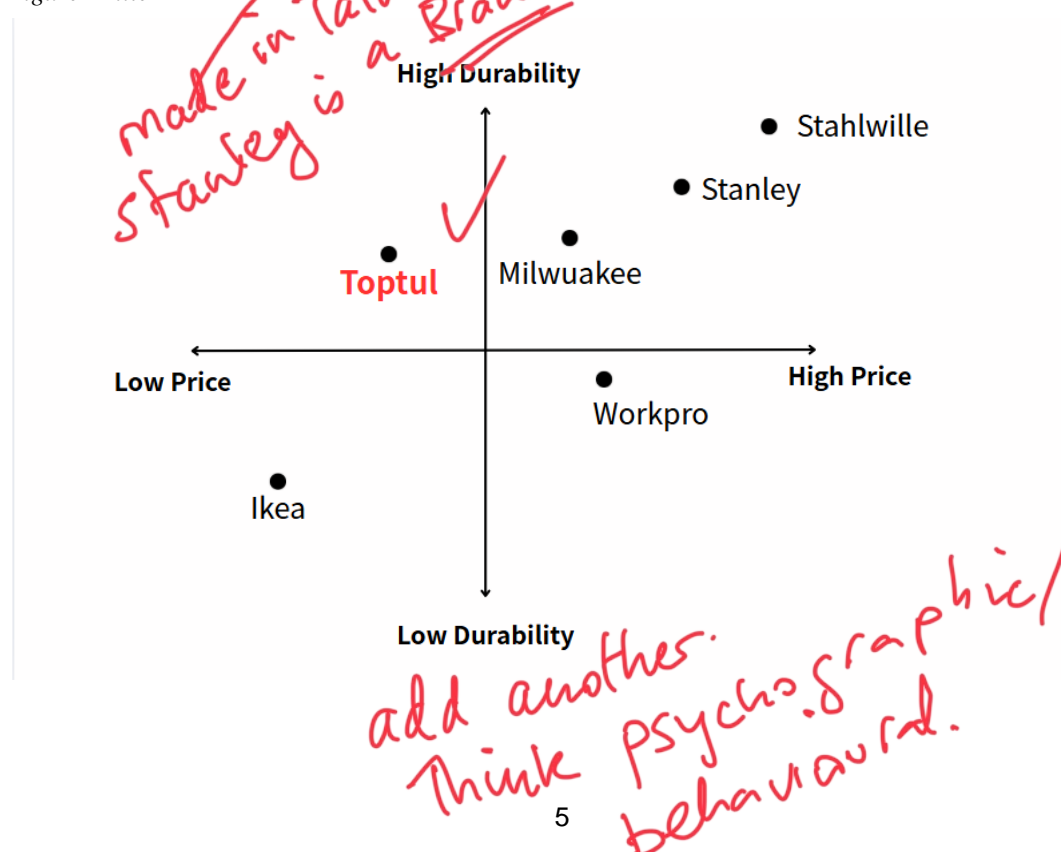
Positioning

Here are some prices of some famous brands products compared to toptul

1. Stanley 0-65-099 Torx Screwdriver Set, 6-Piece-\$2197
2. **MILWAUKEE 6 PIECE TRI-LOBE TORX SCREWDRIVER SET -\$720**
3. Toptul Precision Star Screwdriver set 8pcs (GAAW0801)-\$626

Tool brands Like Milwaukee, Stanley are famous for their quality and durability, but the products are also expensive. To meet our target customers' needs, we positioned our products in medium price, high quality hand tools. Our product has almost the same quality and durability that Milwaukee and Stanley

Figure1 Title



Product

Any adaptation for the target market?

In the age of increasingly compact and intricate technology, precision tools have become essential for electronics repair and assembly. The TOPTUL Star Type Precision Screwdriver Set (GAAW0801) is specifically designed to meet the high demands of technicians, DIY enthusiasts, and precision engineers. This 8-piece set includes star-shaped (Torx) screwdrivers in sizes T5 through T20, providing comprehensive coverage for a wide range of applications, from smartphones and laptops to cameras, watches, and delicate instruments.

Each screwdriver is crafted from high-quality chrome vanadium steel, ensuring durability, corrosion resistance, and exceptional torque performance. The ergonomic, anti-slip handles are designed for comfort during long hours of use, while the rotating end cap allows for smooth, controlled precision when working with tiny screws.

TOPTUL, as a professional-grade tool brand, is well recognized for its consistent quality and reliability. The GAAW0801 set continues this legacy, offering not only functional excellence but also a professional image for users who rely on precision in every task. Packaged in a compact plastic case, the set is both portable and well-organized—ideal for technicians on the go or bench work in professional settings.

Pricing

For a high-quality precision toolset like the TOPTUL GAAW0801, pricing must reflect the level of engineering, material quality, and brand value it delivers. Therefore, we adopt a value-based pricing strategy, rather than competing purely on low price. This approach ensures that customers associate the product with reliability and professional-grade performance.

The recommended retail price for the GAAW0801 set is approximately NT\$450 to NT\$600, depending on sales channel, promotional campaigns, and regional factors. For wholesale clients or bulk orders, the price can range between NT\$300 and NT\$400, with flexibility depending on order volume and partnership terms.

This pricing strategy positions the product competitively in the professional tool market, targeting customers who prioritize durability, accuracy, and ease of use over bargain pricing. Additionally, the inclusion of a storage case and high-end packaging enhances perceived value and usability, further justifying the price range.

Where is your market?

How do I know?

By delivering premium features and professional utility at a reasonable price, the TOPTUL GAAW0801 stands out as an optimal choice for users seeking long-term, high-performance tools.

Promotion

Social Media Advertising (Facebook / Instagram)

Leverage Facebook and Instagram ads to target users aged 20–45 who are interested in DIY, automotive repair, or electronics. Showcase real product photos and usage scenarios, emphasizing the precision and professional quality of the tool set. Limited-time offers and engaging copy help increase brand visibility and click-through rates.

YouTube Video Collaboration

Partner with local Polish YouTubers in the DIY, tech, or auto repair niches to create unboxing and test videos. These videos demonstrate the practical use and durability of the TOPTUL screwdriver set, building trust through hands-on content. Include purchase links and promo codes to drive sales directly from the video.

Vocational School Promotion

Collaborate with technical high schools and vocational training centers by offering educational tool kits for classes or competitions. Providing discounted sets and branded sponsorship helps introduce the product to future technicians, building long-term brand familiarity and user loyalty from a young age.

3P

People

Individual users

DIY hobbyists and home repairers appreciate the screwdriver set's precision and ease of use. They often use it for tasks like assembling furniture, fixing electronics, or modifying devices.

Professional technicians

Automotive mechanics, electronics repairers, and mobile phone technicians use Torx screwdrivers regularly in their work. For them, tool quality and reliability are directly tied to job performance.

Educational users

Students in vocational schools or technical training centers represent the next generation of tool users. Providing them with high-quality tools builds familiarity and trust in the brand.

Process

Problems that consumers may face during shopping:

1. The product page provides limited technical details.

Solution: Check the store's general warranty and return policy section or email the seller for clarification. Also consumers can search for product reviews or unboxing videos to get a better understanding of what's included.

2. Consumers might find similar products at a lower price but can't easily compare quality and features.

Solution: Create a comparison list with specs and price points from similar sets (ex: positioning map)

3. No contact information or clear process for repairs, replacements, or spare parts.

Solution: Visit the main TOPTUL website or call the customer service hotline to ask about after-sales support.

4. Consumers may not know if the set includes all the star bit sizes they need.

Solution: Verify the full list of included sizes directly with the seller before purchasing, or measure required sizes to make sure they not going to purchase the wrong tool box.

Physical evidence

The TOPTUL star-type precision screwdriver set is more than a tool—it's a statement of care and craftsmanship. Each screwdriver is neatly arranged in a compact tray, with rubber handles designed for both comfort and control. The green and black color scheme adds a professional, recognizable touch.

Included in the package is a simple care card, offering maintenance tips to extend the life of the tools. Everything from the layout to the packaging reflects thoughtfulness, reminding the user that this is a product built not just for function, but for trust and long-term use.

Conclusion

In conclusion, the TOPTUL Star Type Precision Screwdriver Set offers a strong combination of professional quality, competitive pricing, and practical design. By targeting young, budget-conscious users in Poland's growing technical and DIY markets, especially in cities like Rzeszów and Białystok, we are positioning the product as a reliable, high-performance toolset at a reasonable cost. With strategic promotion through social media, YouTube collaborations, and vocational school outreach, we can effectively raise product awareness and brand trust. Overall, the GAAW0801 set stands out as a smart choice for both individual and professional users seeking precision, durability, and value.

Reference

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