

Lancer in Hungary

International Marketing

The analysis of Hungary

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Introduction

- Lancer is a brand of screwdrivers that are designed with precision, durability, and ergonomic comfort in mind. Made with high-quality materials and advanced manufacturing technology, our screwdrivers are suitable for both professional and home use. This tool can be applied in furniture assembly, electronics repair, home maintenance, or any task that requires efficient fastening solutions.
- We believe that Hungary, especially its capital city Budapest, is the most suitable market to introduce our product. Hungarians, known for their craftsmanship and engineering skills, have long valued practical tools and precision instruments. As time goes by, even though traditional handcraft is no longer as common as it once was, the demand for high-quality tools remains strong. Therefore, we think screwdrivers, the symbol of reliable workmanship, are very suitable for this market. In modern Budapest, where DIY culture is growing and home improvement is a popular trend, a reliable screwdriver has become a daily necessity. The special value of efficiency and functionality can be found in this thoughtfully designed product.
- Based on this special feature of the screwdriver, we designed the Lancer screwdriver to highlight both its practical function and refined design. By doing so, we think precision tools and modern lifestyle needs can be perfectly combined, and make Lancer an essential tool in every household in Budapest.

STP

Segmentation

This section divides the broad market into smaller, more manageable segments based on shared characteristics.

1. Geographic Segmentation

- Country: Hungary
- City: Budapest
- Area: Europe/Asia

2. Demographic Segmentation

- Gender: Male/Female
- Occupation: Construction workers, mechanics, hardware store owners

3. Psychographic Segmentation

- Values: Focus on quality and durability
- Price: High/Low

4. Behavioral Segmentation

- Usage Situations: Home DIY/ professional repairs

Target Market

Based on the segmentation analysis, the target market for the Lancer Go-Thru Screwdriver can be precisely defined as the target market for the Lancer Go-Thru Screwdriver comprises professional mechanics, engineers, serious DIY enthusiasts, and discerning home users who prioritize tool quality, durability, and professional performance, and are willing to pay a relatively higher yet competitive price for these attributes.

Consumers within this target market typically:

1. Seek exceptional quality and precision:

Not only for tool reliability but also for optimizing work efficiency and results. They prefer "Made in Taiwan" products that adhere to international standards.

2. Focus on tool durability and longevity:

They use tools frequently, intensely, or in relatively harsh environments, hence they highly value the tool's robustness, impact resistance, and fatigue-reducing designs (e.g., ergonomic handles).

3. Have clear needs for professional applications:

Whether as primary work tools or professional-grade home repair tools, they require screwdrivers capable of handling complex, high-intensity tasks.

4. Are price-sensitive to some extent, but prioritize "value" over "absolute low price":

They understand the investment in high-quality tools and are willing to pay a premium for the efficiency, comfort, and long lifespan they offer. However, they also seek a more advantageous price compared to equivalent top-tier European brands. They are "value-for-money" seekers, where "value-for-money" implies "the best price for high quality" rather than "maximum features for a low price."

5. May require both individual tools and toolkits:

Their needs are diverse, and they will choose their purchase method based on specific tasks.

Positioning

Its positioning is based on the following key points:

1. Reliable Quality

- Feature: Entirely developed and manufactured in Taiwan to ensure stable and consistent quality. Focused on durability and precision. Built with strong materials.
- Benefit: Delivers long-lasting performance and accurate results, helping to build user trust.
- Standards: Complies with DIN, ISO, and ANSI standards.

2. Professional Design

- Feature: Ergonomic design for a comfortable grip. Features a three-stage ergonomic handle that makes tightening and loosening screws easier. The handle is made with soft, ergonomic materials to provide high torque and reduce hand and wrist strain during extended use.
The tip fits perfectly with every screw head and is specially heat-treated for high precision and durability. Made with dual materials (PP & TPV) to prevent slipping and resist chemicals, oil, and most solvents.
- Benefit: Improves work efficiency and user comfort, reducing fatigue from long periods of use. Especially attractive in markets like Budapest that value design and precision.

3. Product Variety

- Feature: Offers both individual screwdrivers and complete tool sets.
- Benefit: Meets the diverse needs of professionals and home DIY users, providing flexibility in purchasing.

4. Competitive Pricing

- Feature: More affordable compared to European brands with similar quality.
- Benefit: Offers excellent value for money, appealing to buyers who care about cost without compromising quality or performance.

5. High Durability & Professional Use

- Feature: Through-tang design with a metal cap (impact area) and hexagonal handle for greater impact resistance. The shaft is firmly connected to transmit

impact force without loosening. Built with solid materials.

- Benefit: Designed for demanding professional use, providing exceptional toughness and durability for tough tasks. Perfect for technicians, construction workers, electricians, and mechanics.

Market Perception / Perceptual Maps



1: High Quality vs. High Price

- Lancer is placed in the "High Quality" zone.
- In some maps, it appears in the "High Quality / High Price" quadrant alongside brands like Wera and Stanley.
- In others, it is closer to the "High Quality / Medium-Low Price" area, near Stanley and Makita.
- This reflects Lancer's commitment to quality while offering a more competitive price than many European brands.

2: High Durability vs. Professional Use

- Lancer stands firmly in the "High Durability" and "Professional Use" quadrant.
- It emphasizes toughness and impact resistance, making it suitable for demanding work environments.
- In certain maps, Lancer holds a strong position in the "High Durability / Professional Use" area.

Positioning Summary

Lancer's GO-THRU screwdriver is positioned as a tool with high quality, professional-grade design, and strong durability.

Compared to other tools with similar quality, it offers better affordability, making it the ideal choice for professionals and advanced DIY users.

Product

• What are important features of your product?

- Three-section ergonomic handle for easier, more comfortable use
- Made with high-quality SVCM steel, heat-treated and chrome-plated for durability and wear resistance
- Go-Thru design with a metal end cap for direct impact, ideal for heavy-duty tasks
- Complies with international standards (DIN, ISO, ANSI) to ensure professional-grade quality
- Chemical-resistant and oil-resistant materials (PP & TPV) for extended product lifespan

• How do the features of your product answer the needs of your target segment?

- Professional technicians and craftsmen need comfort and durability during long hours of work; the ergonomic handle and high torque design meet these demands
- DIY users value quality and safety; the T2000 offers international certification and impact resistance, which builds user confidence

Price

• What approach to pricing will you use?

We will adopt a value-based pricing strategy, emphasizing the product's quality and functional advantages, positioning it in the mid-to-high-end market.

• How much might you charge?

The suggested retail price for a single unit is €10.

Place

- **Distribution Channels**

- Professional hardware distribution channels and tool retail chains (e.g., Bauhaus, OBI)
- Online e-commerce platforms (e.g., Amazon EU, eMAG, Toolnation, Alza.hu)
- Partnerships with local distributors

Promotion

- **What channels will you use to communicate with your customer?**

- Online advertising platforms (e.g., Facebook Ads, Google Display Network)
- YouTube/TikTok tool review and unboxing channels (influencer collaborations)
- Co-branded promotions with local hardware tool distributors
- Trade exhibitions (e.g., Budapest Construction Expo)

- **What strategies might you use to encourage purchase?**

- Trial promotions: Offer first-time buyer discounts or trial packages
- Value-added gift campaigns: Free multi-purpose tools or discount coupons with purchases over a certain amount
- Social media marketing: Encourage users to share reviews and participate in giveaways or discount code campaigns
- Product bundling: Sell multiple tools in value packs to increase average order value

3P

- **What service needs might your customer have?**

- Clear product usage instructions and safety information

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- Warranty and after-sales service for handling defective or damaged products
- Technical support (e.g., selecting the appropriate screwdriver model)
- Training and education support for distributor partnerships
- **How can you add value through service?**
 - Provide online manuals, tutorial videos, and Frequently Asked Questions (FAQ)
 - Implement a QR code registration system to extend warranty and offer product updates
 - Establish local repair/replacement centers or responsive customer service channels
 - Collaborate with local distributors to launch a “Lancer Tool Academy” to educate users and enhance brand loyalty

People

- **Sales and Service Team**
 - Establish local sales representatives or collaborate with local agents to build a professional after-sales service system.
 - The Taiwan headquarters can provide technical support, product training, and educational resources.
- **Target Customers**
 - Professional technicians (e.g., electricians, plumbers, construction workers)
 - Tool enthusiasts and DIY users

Process

- **Customer Experience Process Design**
 - Provide clear instructions and user guides from purchase to usage and after-sales service.

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- Offer online product manuals and technical support through QR codes or the official website.
- Ensure simple and transparent warranty and return/exchange procedures to build customer trust.
- **Ordering Process**
 - Recommend integrating a B2B electronic ordering platform connected to the ERP system for efficient fulfillment.

Physical evidence

•Brand Packaging and Visual Design

- Use durable and professional packaging, clearly labeling product specifications, standards, and certifications.
- Include a product brochure and warranty card.

•Tangible Proof

- Emphasize “Made in Taiwan” and compliance with international standards (DIN, ISO, ANSI).
- Include third-party testing reports (e.g., TUV, SGS) to enhance credibility.
- Build a professional brand image through the official website and online platforms, showcasing achievements and customer reviews.

Conclusion

- With the STP analysis and marketing strategies, we can conclude that our Lancer Go-Thru Screwdriver is well-positioned to enter the Hungarian market. Its high-quality build, ergonomic design, and competitive pricing highlight its strong potential among professional users and DIY enthusiasts.
- Through segmentation, we identified Budapest as the ideal geographic target due to its growing DIY culture and appreciation for reliable tools. Our target customers are professionals and consumers who value durability and performance over price alone.

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- We offer product advantages such as ergonomic handles, impact-resistant steel, and compliance with international standards, meeting the needs of both professional and casual users. Our pricing strategy also ensures that customers receive top-tier quality at a reasonable cost.
- For promotion, we will adopt online marketing methods, collaborate with influencers, and attend trade expos. In addition, social media campaigns and trial promotions will help increase brand visibility and attract new customers.
- As for service, our focus lies in after-sales support, customer education, and warranty guarantees. We aim to offer a seamless experience through local partnerships and responsive customer service, creating a professional and trustworthy brand image.
- In conclusion, by combining quality manufacturing, smart marketing, and strong customer support, we believe Lancer can successfully establish itself in Hungary and meet the needs of its tool-savvy consumers.