



The analysis of Norway

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spacing

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add
family
names

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use different
style and it will
be ok

Introduction

Maestro Wu Steel Knives originated in 1937, during a time of material shortage. The first-generation craftsmen forged knives from discarded artillery shells left by military bombings, marking the beginning of the brand's legacy. Over the decades, Maestro Wu has found a balance between traditional craftsmanship and modern technology, creating knives that meet the needs of contemporary kitchens.

Norway, located in Northern Europe, is known for its abundant fishery resources and relaxed lifestyle. Norwegians enjoy outdoor activities and maintaining close contact with nature. When people think of Norway, seafood inevitably comes to mind. With such a high frequency of handling seafood in daily life, Norway presents a promising market for knife products.

Norwegian consumers value practicality and functionality, which perfectly aligns with our brand values and philosophy. Based on these characteristics, we've developed the slogan: "Affordable. Durable. Reliable." This communicates our core proposition: primarily for cooking, secondarily for leisure. Our goal is to make Maestro Wu Knives a natural part of everyday life in Norway.

not quite
↳ good,

STP

1. Segmenting:

1.1 Behavior Segmentation:

The Behavioral variables are segmented based on usage purposes, such as:

- for cooking
- for hunting
- for leisure
- for work

↓ why these ones?
? - could be the same.
what work

1.2 Psychographic Segmentation:

In the Demographic section, we segment based on the lifestyle of Norwegian residents, such as

- whether they prefer indoor activities
- outdoor activities
- enjoy a relaxed lifestyle
- fast-paced, fulfilling lifestyle

1.3 Demographic Segmentation:

This section is divided into three groups:

1. Income:

- Low: annual salary of \$35,260
- Medium: \$42,950
- High: \$58,620

valley \$ US\$?
or
TW\$
AV\$

2. Occupations:

- Merchants
- Household workers
- Chefs

3. Age:

- 20–30
- 30–40
- 40–50

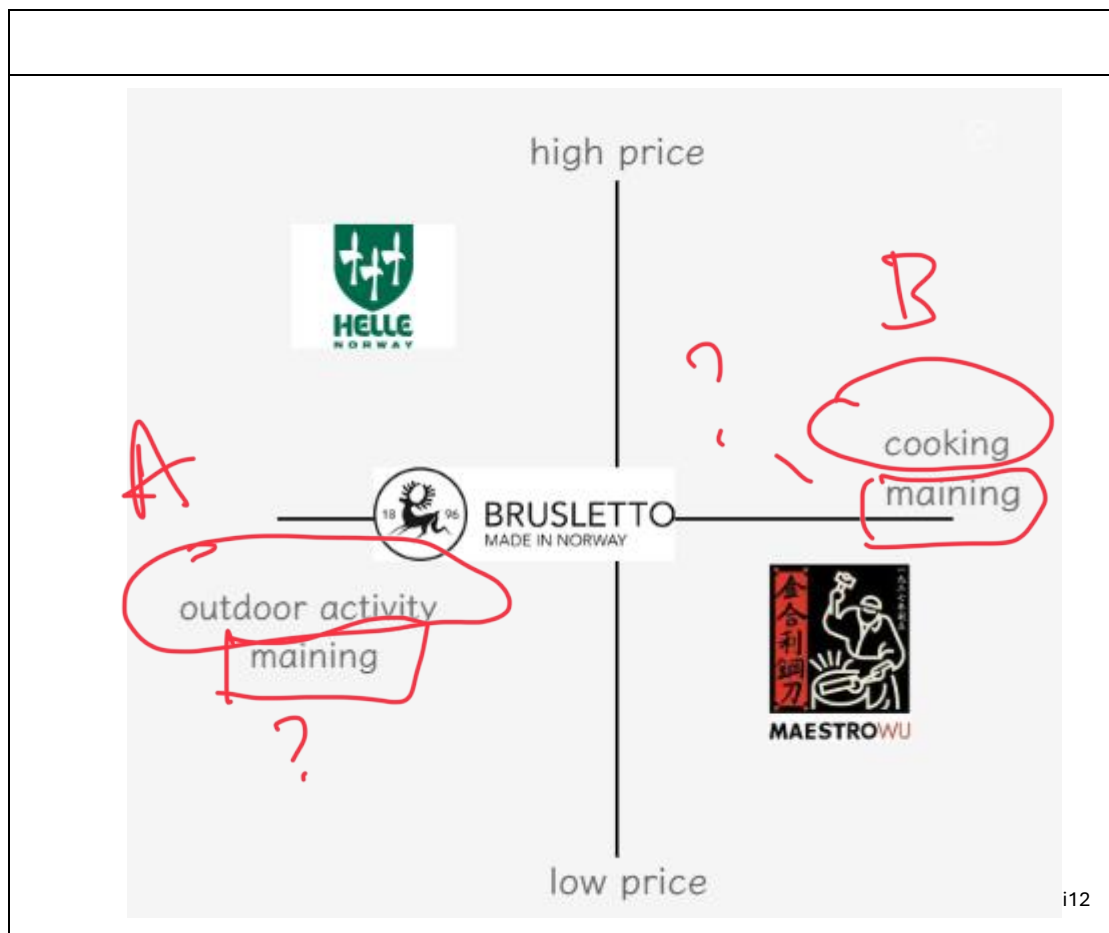
If I'm 30
which group?
No

2. Targeting

We finally selected the low to middle-income consumers, aged 30 to 50, who enjoy outdoor activities and prefer a relaxed lifestyle. This group consists of households with stable income that allows them to engage in cooking and leisure outdoor activities. Use our knives primarily for cooking and hunting and

A & B ? - out doors

3. Positioning



- Competitor Comparison: Helle

Description: Positioned in the mid-to-high price range, Helle knives are known for their durable handles made from birch wood and blades forged using triple-laminated steel, which makes them both sharp and tough. Their products are primarily designed for outdoor use, such as carving, fishing, and hunting.

- Competitor Comparison: Brusletto

Description: Compared to Helle, Brusletto offers a more affordable price range. The brand specializes in hunting and fishing knives, with blades commonly made from Sandvik 12C27 stainless steel, known for its sharpness and corrosion resistance. It is considered a more budget-friendly option for Norwegians and also provides a wider selection of kitchen knives.

Based on the competitor descriptions and the positioning map, it is clear that the supply of kitchen knives in Norway is relatively limited. Therefore, we position our product primarily as a kitchen knife, with secondary use as a leisure/outdoor knife. By entering the market at a relatively low price point, we aim to promote the slogan: **affordable, durable, and reliable.**

Product

Our product is designed to suit both Norwegian lifestyles and culinary habits.

- Dishwasher-Safe : Our knives are durable enough to handle high temperatures and strong water pressure, making them fully dishwasher-safe — ideal for households where dishwashers are used daily.
- Seafood-Specialized Knives : With seafood being a big part of the Norwegian diet, we offer knives like flexible fillet knives and thicker deba-style

This is a type of knife - good so focus

NO what does a kitchen knife look like? what does an outdoor knife look like?

Focus = Not the same knife

Hunting but what fish?

blades to make seafood preparation easier and more efficient.

- **Material and Steel Type** : Made with Japanese SUS420 stainless steel, our knives are hard, corrosion-resistant, and safe for high-temperature disinfection — perfect for hygiene-conscious kitchens.

- **Safe Design** : Features like rounded tips and seamless handle connections reduce injury risks and prevent dirt buildup, making the knives both safe and easy to clean.

Promotion

Norwegians value quality, tradition, and sustainability in the products they purchase. To connect with these preferences, we will present the story of Jin He Li Steel Knives through promotional videos and emotional storytelling. The videos will emphasize the transformation of military steel into handcrafted culinary tools, symbolizing peace and craftsmanship. This narrative is intended to resonate with Norwegian consumers' appreciation for authenticity, functionality, and cultural depth.

Meta (Facebook & Instagram)

These are the most popular social media platforms in Norway, with more than 80% of Norwegians using them regularly. We will run targeted ad campaigns on Facebook and Instagram featuring short videos, chef demonstrations, and behind-the-scenes footage of the forging process in Kinnmen. Instagram, in particular, is a visual-driven platform well-suited for showcasing the knife's texture, sharpness, and aesthetics. Through hashtags like #NordicKitchen and #HandcraftedTools, we can connect with local culinary and design communities.

Is TW story
a Norwegian
story?

Hunting?

think
NOBEL
PEACE
PRIZE.

YouTube & Influencer Partnerships

YouTube is one of the top three video platforms in Norway. We will collaborate with local cooking YouTubers and knife reviewers to create authentic reviews, unboxings, and “How it’s made” content to build credibility. For example, partnering with a well-known Norwegian chef to demonstrate the product in a professional kitchen setting can enhance brand trust.

Google Ads (Search & Display Network)

Google holds the majority search engine market share in Norway. We will launch search ads using keywords like “best chef knife in Norway,” “handmade kitchen tools,” and “Taiwanese steel knife” to target potential customers actively searching for high-quality knives.

Local Craft & Cultural Events

We will participate in local markets, design exhibitions, and Asian culture events held in Oslo, Bergen, and Trondheim. These events attract a niche audience interested in artisanal products and global cultures, making them ideal venues for live product demonstrations and sampling.

Promotional Campaigns Aligned with Local Shopping Festivals

We will align our campaigns with Norway’s major shopping periods, such as:

- Black Week (the week of Black Friday)
- Christmas gift season (late November–December)
- January Sales (Nyttårssalg)

— ✓
✓ ✓ ✓ ✓
good.

During these times, we will offer:

- Free personalized engraving
- Limited-edition gift boxes
- 10–15% discount for first-time buyers

By using both digital and offline strategies, and aligning with local consumer behavior, we aim to establish a premium yet culturally respectful image for Jin He Li Steel Knives in the Norwegian market.

Pricing

In 2023, Norway's GDP per capita was around USD 68,454 — showing strong purchasing power and willingness to pay for quality products.

- Production Cost : Each knife costs about NT\$600–800 (NOK 170–230) to produce, including materials and labor.

- Lower Bound Price (NOK 350 – 400) : Covers costs like shipping, tariffs, and distribution, while remaining affordable for general households. Ideal for everyday kitchen use.

- Upper Bound Price (NOK 900 – 1,200) : For premium models such as limited editions, gift boxes, or engraving. This reflects added value from craftsmanship, durability, and the brand's unique story — forged from old military artillery.

Place

To reach customers in Norway effectively, we will use both **online** and **offline** channels.

1. Online Channels

Most Norwegians are used to online shopping, so this will be our main sales channel.

- **Official Website:** A user-friendly site in Norwegian and English, with product details, ordering, and customer support.
- **E-commerce Platforms:** Selling on Amazon.no and CDON to increase visibility and gain customer trust.
- **Social Media Integration:** Use Facebook, Instagram, and YouTube to drive traffic to our online shop through influencer promotions and direct links.

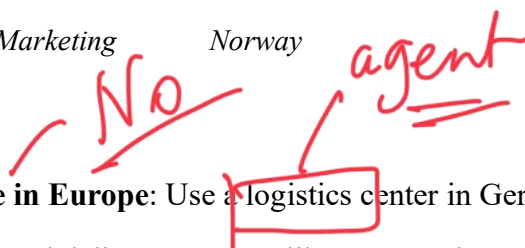
2. Offline Channels

Even though online is important, some people prefer to see and feel the product before buying.

- **Pop-up Stores and Design Markets:** In cities like Oslo and Bergen during special events to let customers try the knives and learn the brand story.
- **Retail Stores:** Work with kitchenware shops or department stores to display and sell our products.
- **Culinary Schools:** Partner with cooking schools to let students and chefs use our knives, helping to build reputation and word of mouth.

3. Logistics

To ensure fast delivery and lower shipping costs:

- 
- **Warehouse in Europe:** Use a logistics center in Germany or Sweden and work with local delivery services like PostNord.
 - **Tracking and Customer Service:** Every order will have a tracking number, and customer service will be available in English and Norwegian.

This clear and simple distribution plan helps us connect with Norwegian customers both online and in person.

3P

1. People

The Professionalism and Passion of Frontline Service Staff

It's crucial for frontline sales personnel at any prospective Jin He Li sales points in Norway (such as department store counters, physical stores, or promotional events) to clearly convey the brand's value, the craftsmanship legacy of its steel knives, and their unique features. Their service attitude, product knowledge, and explanatory skills will directly influence customer experience and purchase intent.

Selecting Brand Representatives

Targeting culinary professionals or well-known cooking YouTubers can significantly boost brand trust and favorability among the Norwegian public. In an unfamiliar market, local consumers may be less familiar with Taiwanese brands. A brand ambassador can act as a "bridge of trust," rapidly building recognition for the brand. Through the ambassador's social media platforms, event exposure, and recipe collaborations, brand awareness can be quickly expanded.

Customer Service Personnel

As a Taiwanese brand, many repair and warranty services for Jin He Li steel knives might need to be handled from Taiwan. This makes our customer service personnel incredibly important. Language barriers are also a key issue; our customer service representatives must be proficient in the local language, English, and other foreign languages. Understanding the Norwegian communication style (direct, pragmatic, valuing privacy and efficiency) can prevent cultural misunderstandings. In addition to the above, they need sufficient professionalism to handle returns, logistics issues, and daily questions about maintenance and usage.

2. Process

What if I can't understand the differences between knife types or materials?

We will provide a clear and detailed comparison chart on our website, explaining the differences between various blade types, steel origins, handle materials, and their ideal usage scenarios (e.g. meat slicing, vegetable cutting, etc.). With this visual guide, customers can easily find the knife that suits their needs, even without professional cooking knowledge.

Will I have to wait a long time? How do I know how my order is progressing?

Once an order is placed, customers will receive an email with an estimated production and shipping timeline. For certain premium or engraved knives, we will send customers real-time updates, including photos of their knife during key steps in the crafting process (for example, forging, polishing, or engraving). This way, they stay connected with the making of their unique product and feel confident throughout the wait.

What if I encounter a problem while my order is being processed?

We do not use automated chatbots. All inquiries are handled by our trained

service team, who respond personally during business hours in English or Norwegian. Whether it's a change in shipping address, questions about knife care, or a gift customization request, we ensure human and timely responses to maintain a professional and warm shopping experience.

How will I know where my knife is after it's shipped?

Once the package leaves our warehouse, customers receive a tracking number via email. Our logistics system provides real-time updates on the knife's location and estimated delivery date. If any delay occurs, we proactively inform the customer and offer solutions such as express reshipping or a partial refund if necessary.

What if the knife arrives damaged or I regret buying it?

We offer a 14-day return policy and provide refunds or replacements in cases of shipping damage or manufacturing defects. For gift orders, we also offer the option to exchange for a different model (once) within the first 7 days of receipt.

3. Physical Evidence

Packaging Design: Internal and External

Packaging plays a crucial role as it creates the first impression. The outer packaging should use high-quality imitation wood grain paperboard or real wood, ensuring it's sustainable wood to align with Norwegian values. A color palette of black, dark red, and natural wood tones will convey a sense of stability and craftsmanship. The knives should be secured within cushioning material to prevent damage during transit.

Inside include a multi-language booklet featuring Chinese, English, and Norwegian. To further enhance professionalism and exclusivity, incorporate a unique serial number for the handmade forging, a signature from the blade smith, or a QR

code linking to a production video. This meticulous attention to detail will leave customers with an excellent first impression.

Conclusion

Maestro Wu Steel Knives isn't just about selling knives — it's about bringing a piece of Taiwanese craftsmanship into Norwegian homes. Through careful market research, we identified the right target audience: people who enjoy cooking, value quality, and appreciate practical tools that last. By positioning our knives as affordable, durable, and reliable, we align closely with what Norwegian consumers care about. Our product design focuses on what locals need — especially seafood preparation — while our promotional strategy connects emotionally by telling the unique story of how wartime steel is transformed into everyday kitchen tools. We use social media, video content, and local events to spread that message in a way that feels both authentic and relevant. In terms of pricing, we offer flexibility: affordable everyday models and premium versions for gifting or collecting. For distribution, we combine the convenience of online shopping with the trust of in-person experiences — through pop-ups, design markets, and retail stores. And with strong customer support, transparent logistics, and premium packaging, we ensure buyers feel valued from start to finish. All in all, our goal isn't just to sell a knife. It's to introduce a meaningful, well-made product that fits naturally into Norwegian lifestyles —

whether for cooking dinner, enjoying the outdoors, or gifting something special. With the right story, strategy, and structure, we believe Maestro Wu Knives can find long-term success in Norway.
