



KING TONY



Hand Tools

International Marketing

The analysis of USA

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Group 7 White paper

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Add family names

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Introduction

The U.S. hand tool market is large and highly competitive, primarily dominated by major multinational companies such as Stanley Black & Decker, Snap-on, and Husky. Great start

With the continuous growth of home improvement, DIY culture, and professional construction needs, the demand for hand tools remains stable. To effectively analyze this market and devise strategies, we can utilize the STP (Segmentation, Targeting, Positioning) framework, helping Taiwanese enterprises secure a foothold in the U.S. hand tool market. Good

STP Analysis

Segmenting

- **Demographics:** We divide age into four categories: 0-20 years old, 21-35 years old, 36-60 years old, and 60 years old and above. Additionally, we differentiate by gender, dividing into male, female, and other. Other :D
ok
- **Geography:** From a geographical perspective, we divide the United States into four major regions. The first region is the Northeast, which includes the first division (New England) and the second division (Mid-Atlantic). The second region is the Midwest, which includes the third division (Midwest Northeast) and the fourth division (Midwest Northwest). The third region is the South, which includes the fifth division (South Atlantic), the sixth division (Mid-Southeast), and the seventh division (Mid-Southwest). The fourth region is the West, which includes the eighth division (Mountain) and the ninth division (Pacific). Good

- **Behavior:** We categorize behavior into the following types: usage frequency (high, medium, low), product requirements (high-quality and durable, low-quality and not durable), purchase readiness stage (simple and convenient mode to find products, complex mode to find products), and product preferences (ergonomic technology and labor-saving, general technology and not labor-saving).

Yes - good direction

No use of Word tools? No styles. Format here between paragraphs is different :(

Targeting

Well done

This draws from the segmentation

Our target demographic will primarily concentrate on males within the age range of 36 to 60 years old. This represents a market with high demand and stable purchasing power. We will target the third region in the South of the United States, which has the highest population density, indicating significant market potential for screwdrivers in that area. These consumers exhibit high frequency of product usage and seek high-quality, durable, labor-saving products that adhere to ergonomic technology. When preparing to make purchases, they prefer to find products through a simple and convenient mode.

Positioning

Our product is the screwdriver, which will emphasize high quality and labor-saving features, catering to the needs of both professional tradespeople and DIY enthusiasts who seek outstanding performance, durability, labor-saving functionality, and ergonomic design in their tools. We offer various purchasing channels, including physical hardware stores and online e-commerce platforms, to meet the diverse needs of consumers and provide a simple and convenient shopping experience. This positioning strategy will help us stand out in the market and attract and retain our core consumer base.

Ok direction
 If you position on (low-high) durable and ergonomic (not very-very) You will see many products there.
 This is positioning map will tell you about pricing.
 King Tony works in the US by having a good quality, very ergonomic product with a competitive (penetration pricing) price

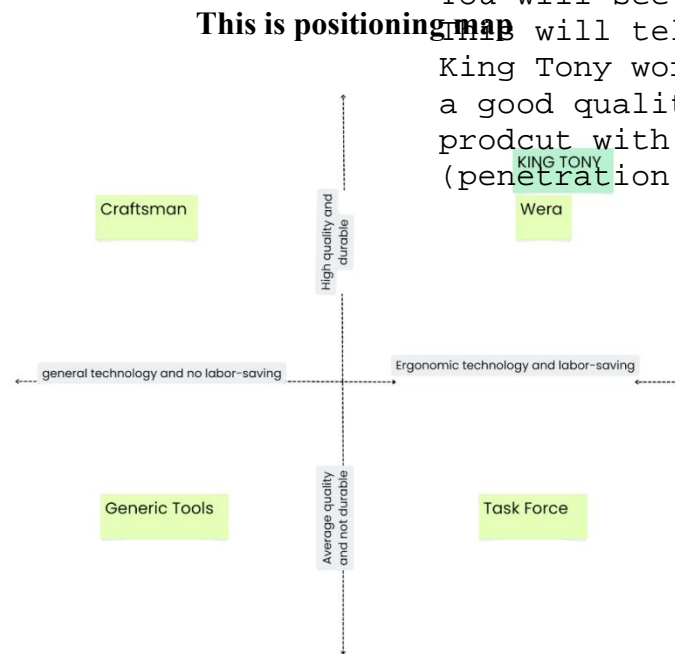


Figure1

More detail on product features would be good.

Our screwdriver products are characterized by high quality, durability, ergonomics, and ease of use, making them competitive compared to other brands. Each brand has its own unique style and features as depicted in the product positioning map. Here's an introduction to the unique styles and features of Wera, Craftsman, Generic Tools, and Task Force:

- **Wera:** Wera is renowned for its high-quality manual tools, particularly screwdrivers. They prioritize innovation and user experience, with designs that conform to ergonomics, providing comfortable grip and operation. Their products boast high precision and durability, earning favor among both professional workers and DIY enthusiasts.



Figure2

- **Craftsman:** Craftsman screwdrivers feature practical, reliable designs that appeal to a wide range of consumers, particularly households and DIY enthusiasts.



Figure3

- **Generic Tools:** Generic Tools screwdrivers are of average quality, lacking significant features or innovative designs. They typically use ordinary materials and have simple craftsmanship. Good comparison



Figure4

- **Task Force:** Task Force offers various hand tools, including screwdrivers, to meet consumers' basic tool needs. While their screwdrivers may incorporate some ergonomic designs for enhanced comfort during use, they are generally considered to have average quality.



Figure5

Product

Given the rich tradition of American industrial and DIY culture, hand tools play a vital role. Our products are made from high-quality materials, ensuring durability and extended lifespan, capable of handling various high-intensity tasks. Each tool undergoes rigorous quality checks to ensure stable performance and resistance to damage.

What kind of materials?

Our screwdrivers are designed with a focus on ergonomics, conforming to natural human usage patterns, providing a comfortable and effortless user experience, and reducing fatigue during use. This is particularly beneficial for older users, allowing them to operate the tools with greater ease and comfort, minimizing the risk of hand injuries. Our products cater to high-frequency users, solving work or DIY problems while providing an excellent operational experience. These users value durability, high performance, and ergonomic design, ensuring they can rely on our tools in all situations for a long time.

Pricing

Premium Pricing Strategy

Check pricing strategies in the book
No - for this market penetration
pricing

Our screwdrivers will adopt a premium pricing strategy to reflect their high quality, durability, and advanced ergonomic features. This strategy positions our products as superior to generic and mid-range competitors, aligning with our target market of professionals and serious DIY enthusiasts who are willing to pay for premium tools.

Tiered Pricing

We will offer a tiered pricing model with different product lines catering to various needs and budgets :

- **Professional Series** : High-end, feature-rich screwdrivers designed for professional tradespeople. These will be priced at the higher end of the market, reflecting their superior materials, advanced ergonomic design, and labor-saving features. `Good direction - fits target`
- **DIY Series** : A mid-range line that offers excellent quality and durability for DIY enthusiasts. These screwdrivers will be more affordable but still maintain the core qualities of our products.
- **Basic Series** : Entry-level screwdrivers for occasional users or those new to DIY projects. While more budget-friendly, these tools will still surpass generic brands in terms of quality and usability.

Bundle Offers and Discounts

`Discounting does not fit with a premium pricing strategy`
To encourage bulk purchases, we will provide bundle offers and volume discounts. For instance, purchasing a set of screwdrivers or combining them with other KING TONY tools could result in a reduced overall price, appealing to both individual customers and businesses looking to equip their teams.

Dynamic Pricing

`Not really relevant to this type of product`

We will employ dynamic pricing strategies during promotional periods, seasonal sales, and special events to attract new customers and boost sales. This will include discounts, limited-time offers, and loyalty programs for returning customers.

Promotion

Our promotion strategy will leverage Facebook, Twitter, and Instagram to effectively reach our target demographic and build brand awareness.

Also, we will launch an integrated marketing campaign to promote KING TONY screwdrivers across multiple channels, ensuring maximum reach and engagement with our target audience.

Sigh . . .

Digital / Social media - are just tools / platforms

Digital Marketing

Where do people buy tools? What influences them?

Many of your customers are not going to Facebook

- **Social Media Advertising :** Utilize platforms like Facebook, Instagram, and twitter to run targeted ads focusing on our product's unique selling points such as ergonomic design and durability. Engage with potential customers through informative content, user testimonials, and interactive posts.
- **Search Engine Marketing (SEM) :** Implement Google Ads to capture search traffic from users looking for high-quality hand tools. Use targeted keywords to reach our demographic efficiently. Yes but costly
- **Content Marketing:** Develop a blog and video content showcasing our products in action, DIY tips, and professional use cases. This will position KING TONY as a thought leader in the hand tool market.

Facebook

1. Targeted Ads

- **Demographic Targeting :** Utilize Facebook's detailed targeting options to reach users aged 36 to 60 in the third region of the South United States. Highlight our screwdrivers' ergonomic and labor-saving features.
- **Behavioral Targeting :** Focus on users interested in home improvement, DIY projects, and professional trades. Use carousel ads to showcase different product lines and special features.

2. Content Marketing

- **Educational Posts:** Share tips and tutorials on using our screwdrivers for various projects, emphasizing ergonomic benefits and durability.
- **User Testimonials:** Post reviews and stories from satisfied customers to build trust and credibility. Where?

3. Engagement Campaigns

Where?

- **Contests and Giveaways :** Host contests where participants can win KING TONY tools by sharing their DIY projects or following our page.
- **Live Demos:** Conduct Facebook Live sessions demonstrating our screwdrivers' features and answering customer questions in real time.

Twitter

- Use promoted tweets to increase visibility for key messages about product quality, ergonomic design, and labor-saving features. Include eye-catching images and videos.
- **Hashtag Campaigns :** Create a branded hashtag (e.g., #KingTonyTools) to encourage user-generated content and discussions about our products. Promote the hashtag through all our tweets and retweets of customer posts.
- **Influencer Partnerships :** Collaborate with DIY influencers and professional tradespeople to tweet about our screwdrivers, share their experiences, and recommend our products to their followers.
Ah - this is the first useful thing in promotion
Customers won't take this serious
- **Customer Service:** Use Twitter as a platform for responsive customer service, promptly addressing inquiries and issues to enhance customer satisfaction and build loyalty.

- **Direct Mail Campaigns :** Send out catalogs and promotional materials to potential customers in the third region in the South of the United States, highlighting our latest products and special offers.

Partnerships and Sponsorships

- **Influencer Collaborations :** Partner with DIY influencers and professional tradespeople to review and promote our products on their platforms, leveraging their audience and credibility.
- **Community Sponsorships:** Sponsor local DIY workshops, home improvement seminars, and trade events to increase brand visibility and build community goodwill.

Customer Engagement Programs

- **Loyalty Programs:** Develop a loyalty program where repeat customers can earn points for purchases, which can be redeemed for discounts or exclusive products.
- **Referral Programs:** Encourage satisfied customers to refer friends and family by offering incentives such as discounts on future purchases.

3P Analysis

People

- **Professional Team:** Our elite team is composed of craftsmen, technicians, and tool enthusiasts, possessing rich industry knowledge and professional skills, dedicated to providing a meticulous and professional service experience for our customers.
- **Customer Relationships:** At KING TONY, customers are not just numbers but our partners. We build a warm community and establish sincere, lasting relationships with our customers, becoming a trusted part of their lives.

The promotion section is weak.
It does not fit well with your target

International Marketing

- **Brand Image:** KING TONY is not just a brand but a lifestyle. Our brand represents quality, innovation, and the spirit of craftsmanship, making us the top choice for professional craftsmen and DIY enthusiasts.

Process

Processes - the customer goes through
Which

- **Efficiency and Transparency:** At KING TONY, we combine efficiency with precision to create a smooth, transparent service process, allowing customers to easily and seamlessly experience our professional services.
- **Quality Control:** We strictly control every step to ensure that each service meets our high standards. From product design to after-sales service, we provide customers with a worry-free experience through our excellent quality.
- **Technical Innovation:** At KING TONY, we are never satisfied with the status quo. We continually seek new technologies and innovations to enhance our service levels and always maintain our leading position.

Physical Evidence

- **Brand Presentation:** KING TONY's physical environment is filled with the atmosphere of craftsmanship and creative inspiration. We are dedicated to creating a unique and attractive space where customers can feel the charm of our brand.
- **Customer Experience:** At KING TONY, customer satisfaction is our greatest pursuit. We design comfortable and practical customer service areas and offer exclusive VIP services, allowing customers to enjoy the most attentive service experience.
- **Proof of Quality:** KING TONY relies on customer word-of-mouth and trust as our best proof. We have a wealth of success stories and customer testimonials, which are the best evidence of our service quality.

Conclusion

- Our product is the screwdriver, which will emphasize high quality and labor-saving features, catering to the needs of both professional tradespeople and DIY enthusiasts who seek outstanding performance, durability, labor-saving functionality, and ergonomic design in their tools. Ok
- With the STP analyze, our target demographic focus will be on the age group of 36 to 60 years old, the third region in the South of the United States, which has the highest population density. This represents a market with high demand and stable purchasing power. These consumers exhibit high frequency of product usage and seek high-quality, durable, labor-saving products that adhere to ergonomic technology. Ok
- We offer various purchasing channels, including physical hardware stores and online e-commerce platforms, to meet the diverse needs of consumers and provide a simple and convenient shopping experience. Ok
- Last but not least, we combine efficiency with precision to create a smooth, transparent service process, allowing customers to easily and seamlessly experience our professional services. And we strictly control every step (from product design to after-sales) service to ensure that each service meets our high standards. Also, continually seek new technologies and innovations to enhance our service levels and always maintain our leading position. KING TONY is not just a brand but a lifestyle. Our brand represents quality, innovation, and the spirit of craftsmanship, making us the top choice for professional craftsmen and DIY enthusiasts. Promotion - not ok

Source

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