



Maestro Wu Goes to France *nice ↑. ✓✓*

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} add family names

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citation or
in-line
citation

← 1. Introduction

When tradition meets craftsmanship, you get something truly special like Maestro Wu knives. Hand-forged from repurposed military steel on the small island of Kinmen, these knives are more than just kitchen tools; they have story, a legacy, and a serious upgrade for anyone who loves to cook. Now, imagine bringing that story to France, a country known for its deep rooted culinary passion and world class cuisine. French chefs and home cooks have a long standing love for quality, precision, and beautiful design in their kitchen tools. In this report, we will look at the economic and cultural environment in France to see how Maestro Wu knives could fit into the French market.

almost!

is:

no gap

← 2. Objectives

Based on the introduction, the objective of Maestro Wu Knives Goes to French is :

1. Understanding French market for Maestro Wu Knives.
2. Analyzing the Maestro Wu Knives based on economic and cultural analysis.
3. Analyzing the french's people lifestyle for Maestro Wu Knives market.

← 3. Economic Analysis

3.1 Population

France has a population of approximately 67 million people as of 2025, making it one of the largest markets in Europe. The median age is about 42 years, indicating a mature, working-class demographic. The population is primarily urban, with dense concentrations in cities like Paris, Marseille, Lyon, and Toulouse. These metropolitan areas are fertile ground for premium brands targeting affluent and trend-conscious consumers.

3.2 Economic Statistics

France boasts a Gross National Product (GNP) of approximately \$3.3 Trillion. The average income per capita is around \$49,000 USD, indicating a high purchasing capacity, particularly in urban centers. The economy is diverse, with strong performance in manufacturing, luxury goods, aerospace, and agriculture. Wealth distribution is moderately balanced with a well-supported middle class that values both practicality and quality in consumer goods.

vs\$?

3.3 Transportation

France has an advanced and reliable transportation system, featuring high-speed trains (TGV), extensive metro networks in urban areas, and well-maintained road systems. This facilitates efficient distribution logistics for physical goods and ensures smooth access to major retail hubs. Delivery and e-commerce operations also benefit from streamlined logistics support.

3.4 Communication and Internet

The country has a high digital connectivity, with widespread availability of 4G and 5G networks. Internet penetration exceeds 90%, with broadband and fiber-optic networks accessible in both cities and rural regions. This technological infrastructure supports online marketing, digital transactions, and e-commerce platforms, making it easier for new brands to reach customers through digital means.

3.5 Dominant Economic Activity

France's economy thrives on services and manufacturing, particularly in luxury fashion, fine dining, and artisanal goods. The cultural emphasis on gastronomy creates an opportunity for Maestro Wu to position its knives not only as functional kitchen tools but as cultural symbols of tradition and refinement. ✓✓

3.6 Currency

The official currency of France is the Euro (EUR). As of early 2025, the exchange rate is approximately 1 EUR = 1.10 USD. Understanding currency conversion and pricing strategy is essential to maintaining profitability while remaining competitive in the local market. NT\$?

3.7 Trade Restrictions

France adheres to EU trade regulations. There are no significant embargoes or restrictions on knife imports, although products must meet European CE compliance standards. Import taxes and VAT should be factored into pricing models. Proper documentation and safe labeling are crucial for market entry. good ✓

3.8 Distribution Channels

Maestro Wu can explore multiple distribution channels such as gourmet kitchenware stores, department stores, luxury boutiques, and online platforms. France has a well-developed retail landscape with professional associations supporting specialty goods. Payment systems include credit cards, mobile wallets, and bank transfers, supporting both in-store and online sales.

3.9 Media

Traditional media like television and print still hold influence, but digital media dominates. Social media platforms like Instagram, TikTok, and YouTube are heavily used, particularly in culinary content. Collaborating with food influencers and chefs can significantly enhance brand exposure and appeal.

4. Cultural Analysis

4.1 Geographic

France is located in Western Europe, with a climate that varies across regions.

Source of info.
Footnotes or endnotes
needed.

4.2 Social Institutions

Family matters to French people, but being independent is also super important. ~~Education is taken seriously.~~ ?

4.3&4 Political & Legal System

The country has a stable and democratic government. Legal norms are highly respected and influence daily life.

4.5&6 Social Organization & Religion

French society is pretty individualistic and not very religious in daily life, even though it has a Catholic background. People generally respect rules and the law, and you can see that in everyday situations.

4.7&10 Arts & Language

French people really love art, whether it's fashion, music, or movies, it's a big part of their lifestyle. They also speak French as their official language, and it's used everywhere. it is

4.8 Living Conditions

When it comes to daily life, food is a huge deal. The French diet is known to be one of the healthiest, and meals are more than just eating, it's a social thing. People enjoy good ingredients and take their time with meals. Most people live in city apartments or countryside homes. ✓

4.9 Clothing & Consumption Behavior

French style is all about being elegant but also practical. People care about what they buy — they like things that are high quality, well-designed, and have a good story behind them.

5. Summary

5.1 What is important to you from economic analysis?

What's most important to me is that France has a strong and stable economy with high consumer purchasing power. The country is well connected with advanced transportation and internet infrastructure, which makes it easier to distribute and promote our product. Also, the high use of social media and e-commerce means we can reach customers effectively through digital marketing. Since it's a pull market, focusing on brand image and customer interest will be key to success. ✓

US
 — No Brand barely exists
 — Creating brand = \$

5.2 What is important to you from cultural analysis?

more.

France values both tradition and individuality. People care about quality, especially when it comes to food, lifestyle, and daily tools. French consumers prefer products with strong stories and craftsmanship, making Maestro Wu knives a great cultural fit for the market. ✓

5.3 How might the customer make your product part of their lives?

French consumers place strong emphasis on quality, craftsmanship, and meaningful stories behind the products they choose—especially in the realm of food and kitchen tools, which are central to their lifestyle. Maestro Wu knives, with their unique origin story of being hand-forged from repurposed military steel on Kinmen Island, naturally align with these values.

In a society where cooking is not just a daily necessity but a cherished social and cultural practice, Maestro Wu knives can easily become an integral part of the customer's culinary routine. Whether they are professional chefs in Michelin-starred kitchens or home cooks preparing slow, elegant meals for friends and family, customers can incorporate our product into their lives in several key ways:

- Daily Cooking Rituals:** With France's tradition of long meals and fresh ingredients, Maestro Wu knives can be used for everyday food preparation, from slicing artisan bread to filleting fish and dicing vegetables. Their precision and balance help elevate the joy of cooking.
- Cultural Identity & Storytelling:** The knives serve not only as functional tools but also as conversation starters. Their history and craftsmanship resonate with the French love for artisanal goods and storytelling, allowing users to share their culinary identity and values.
- Aesthetic & Practical Kitchen Decor:** French homes, especially urban apartments, value minimal but stylish design. The sleek, elegant appearance of Maestro Wu knives makes them a proud display item in open kitchens or knife blocks, marrying utility with design.
- Gifting Culture:** High-quality kitchen tools are a popular gift choice in France, especially for weddings, housewarmings, or culinary enthusiasts. With its rich backstory and premium packaging, a Maestro Wu knife makes a meaningful and memorable gift.
- Lifestyle Branding via Social Media:** French consumers—especially younger demographics—frequently engage with culinary content on Instagram, TikTok, and YouTube. By promoting recipes, chef collaborations, or showcasing knife techniques using Maestro Wu products, customers become part of a modern culinary lifestyle trend that's both personal and social.

Think & focus

- **Sustainability & Conscious Consumption:** The French market is increasingly mindful of sustainability and ethical production. Maestro Wu knives, made from repurposed materials and designed for long-term use, align with this shift toward sustainable living.

↓ others ?

By positioning Maestro Wu not just as a tool but as a lifestyle product embedded with tradition, values, and utility, we allow customers to adopt it seamlessly into their homes and hearts.

6. Citations

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International Marketing

Objective 1

Feedback on country choice

GROUP NAME: Dunno

ORGANIZATION:

Report received? Yes All peer reviews? Yes PPT ready? Yes

PRESENTATION START – does it fit with feedback and class review? Yes - solid

Good afternoon! My name is XXXX and these are my team members YYYY, ZZZZ and NNN. The objective of today's presentation is _____. The presentation will last about 10 minutes. Our agenda is in X parts. First . . . Second . . . Let start with, [First agenda point]

PRESENTATION FLOW

General points presentation organization:

- Is there are clear agenda and, so structure? Yes - very clear
- Is there animation? No
- Is the style consistent e.g., are font sizes the same through the presentation? No - the style keeps changing
- Do team members listen to each other? Yes - what their colleague is saying is really important
- Does this look like a team? Yes - team members support each other and look familiar with the work

Specific notes on presentation content

Start is strong. However it gets a bit confused when talking about objectives (before presenter change) – but something else is on the screen.

Ah, now some animation. However style is different. Good summary – the data here is easy to follow. Surely Dollar to NT\$? Import tariffs on coffee? Brand... but what is a brand – a belief about what a brand stands for and how it will perform. Story of bomb shells . . . interesting but

Presentation mouse – not a microphone :D Let the hand relax.

Lots of people like cooking – are they all the same. “influencers” Think

International Marketing

Objective 1

Feedback on country choice

FEEDBACK ON THE REPORT

Overall:

Attractive cover page Choose an item. Table of contents Choose an item. Introduction Choose an item. Objectives Choose an item. Conclusion Choose an item.

Summary feedback on the report:

There much that is good in this report, starting with the attractive cover! The introduction needs to move towards the purpose of the report i.e., considering how to enter the French market. There is much good material here which is presented well without too many pointless figures -- good. You identify that the French are proud of their food and enthusiastic about preparing it. Who is preparing food? I've marked 1 and 2 as people preparing food -- are there others. Focus - choose - and then this will help you shape a clear marketing strategy.

Brand? A big part of brand is what customer think about a product/service. It is what they say about it. So brand grows naturally through positive word-of-mouth.

90%