

International marketing

The analysis of Australia



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Felix S1263050, Filbert S1263016, Eric S1263029, Tommy S1163045, MAX S1263042

Add
family names
Add date

~~Agenda~~

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Use below

1. Introduction

Maestro Wu is a knife company in Kinmen, Taiwan. Well, known as (金門菜刀) (Kinmen Knives).

It is special that every knife is handcrafted. And all the materials used for these knives come from bombshells. Our report focuses on the economic and cultural in Australia which helps us to promote this amazing product to our target market.

It is

good direction

2. Objectives

- analysis about the economic system of Australia
- Seeking about people's lifestyle and try to find connections with them
- To understand Australia traditional culture and customs.

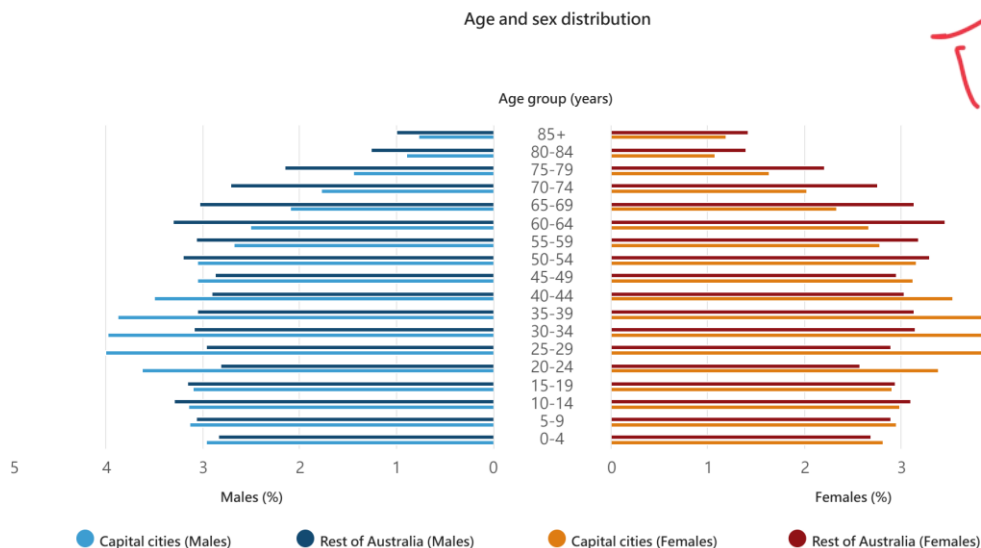
3. Economic

3.1 Population

There were 26.66 million of people in Australia, in the following table

chart
(see Figure 4)

page →



Tiny

use footnotes or endnotes

Sex distribution was 98.4 males versus 100 females. And for the age distribution, the table shows Australia has a well-balanced age structure, the median age was 38.3 in 2023. Finally, it is obviously to know that Australia's population is highly concentrated in the east and south, especially in the coastal cities of Sydney and Melbourne. [Regional population by age and sex, 2023 | Australian Bureau of Statistics](#)

• Economic statistics

Gross National Product: GNP in Australia was \$1,682B in 2023.

Income per capita & family income: The average income per person is around AUD \$89,000 (53,308.95 dollar) per year, and the average household income is more than AUD \$121,000 (73,155.99 dollar).

Distribution of wealth: The top 10% of households hold 44% of the total national wealth, with weekly after-tax incomes over AUD \$5,200. In contrast, the bottom 20% earn less than AUD \$800 per week.

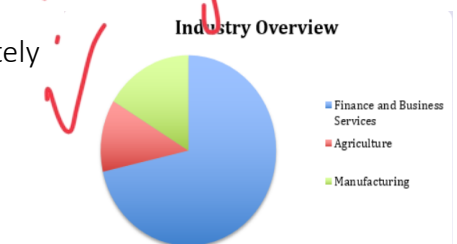
• Dominant economic activity

According to recent data, the services industry accounts for approximately 63.6% of the national GDP. Includes education, healthcare, finance, retail, tourism, and public administration.

Mining industry represents around 12.2% of GDP

Manufacturing about 5.9%. Agriculture accounts for approximately 2.7% of GDP.

position is good.



only it's tiny

- The remaining **15.6%** of GDP comes from a variety of other sectors such as construction, energy, communication, and the arts. [Economic Outlay of Australia](#)
- **Currency**

Australian Dollar, symbolized as **AUD**.

The Australian dollar is considered one of the **most traded currencies** in the world, often regarded as a "commodity currency" due to the country's large exports

3.2 Trade restrictions

Product Classification and Import Regulations :

Kitchen cleavers are considered kitchen knives. It's important to verify whether they fall under any restricted categories according to Australian Border Force (ABF). If the cleaver is made from high-carbon steel or stainless steel, clear labeling and usage declarations should be provided to differentiate it from tactical or combat knives.

Although kitchen knives are generally not restricted, it is recommended to check if any import permits are required in specific Australian states or territories.

Tariffs and Taxes :

According to the **Customs Tariff Act 1995**, kitchen knives are classified under **HS Code 8211.92.10**, which typically has :

Import Duty: Free or up to 5%, depending on the product classification.

Goods and Services Tax (GST): A flat 10% GST is applied on all imported goods into Australia.

3.3 Distribution channels

Online market channels:

Amazon Australia (amazon.com.au)

Offers Fulfillment by Amazon (FBA) or self-shipping options.

Ideal for reaching direct consumers.

eBay Australia (ebay.com.au)

A widely used C2C and B2C platform in Australia. Allows customized branding and product listings.

Catch.com.au

A popular local Australian e-commerce platform suitable for home and lifestyle goods.

Etsy

Great for cultural or handcrafted items. If your Kinmen cleaver has a strong cultural or artisanal story, Etsy is a good fit.

Physical retail channels:

Kitchen Warehouse.

Partnering with them could help you reach mainstream kitchenware consumers.

Costco Australia / Bunnings Warehouse

Suitable for selling in sets or gift bundles, appealing to households and practical buyers.

Asian Supermarkets and Specialty Stores

These stores often stock culturally relevant products and are ideal for reaching the Asian Australian market. e.g., Tong Li Supermarket, EasiGrocer

• **Media**

Online Advertising

Google Ads: Target keywords like "high-quality kitchen knives," "Asian chef knife," or "handcrafted cleaver."

Social Media Ads: Facebook and Instagram offer advanced targeting tools for specific interests like cooking, Asian culture, or handmade products.

YouTube Collaborations

Partner with cooking influencers or review channels in Australia.

Let them unbox, test, and demonstrate the Kinmen cleaver in real kitchen settings.

Community Events / Markets

Attend local lifestyle markets or cooking events (like Sydney's Carriageworks Farmers Market).

Demonstrations of knife-making or cutting performance can attract attention.

Ethnic Media

Promote through Chinese-language newspapers and community websites

Leverage Australia's sizable Asian community

• **Transportation**

Main Methods :

Air Freight: Suitable for small quantities and high-value goods. Fast delivery (3–7 days).

Sea Freight: More cost-effective for bulk shipments. Longer delivery times (2–4 weeks).

Recommended Logistics Partners:

DHL, FedEx, SF Express: Ideal for cross-border small packages.

Freight Forwarders (e.g., OOCL, Yusen Logistics): Suitable for bulk shipping and B2B orders.

Common Couriers:

Australia Post: Widely used and reliable for national coverage.

• Communication and internet

Australia has a strong digital infrastructure with widespread 4G/5G coverage and high internet penetration. Effective communication channels include social media, email marketing, and instant messaging. Brands are expected to engage actively and provide responsive customer service online.

OK

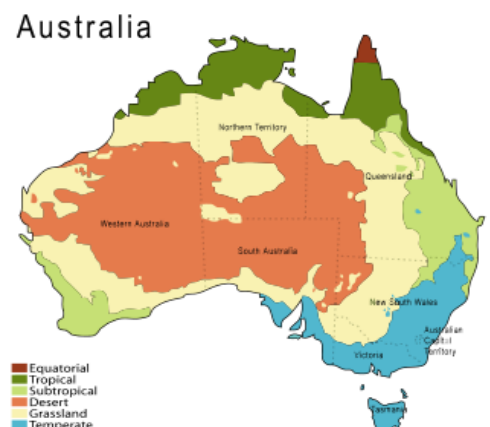
Cultural

• Geographic

?

Location: Australia is in the smallest continent in the world which has a variety of biogeography and different types of terrain on this land, and it is surrounded by sea, so it is good for import business to thrive.

Climate: Because the country is very large, it has a very complicated climate system distributed on this land, there's a large part of this country are desserts, but if we discover above, we can found out that the low latitude area are more likely to be tropical climate, which has resemblance with Taiwan, there's also a mediterranean climate which includes most of the population in Australia



• Social Institutions

Role and dynamics of the family: Since affected by the cultural and migrant influence, Australia has many different family values. Most of them emphasize the bond and the importance of the family because the immigrants believed that it's the core value for them to build up their home on this land, yet the concept last until this day.

Education levels: With the importance of the family, children always receive their first education about the life from their family, and then they'll receive different level of education year by year until they turn to adult,

Key features: With the rate of being the third most popular country for studying abroad, Australia government provides high quality English program (ELICOS) and professional degrees, student visa system and international student services assuring those who study abroad has a soundly rights,

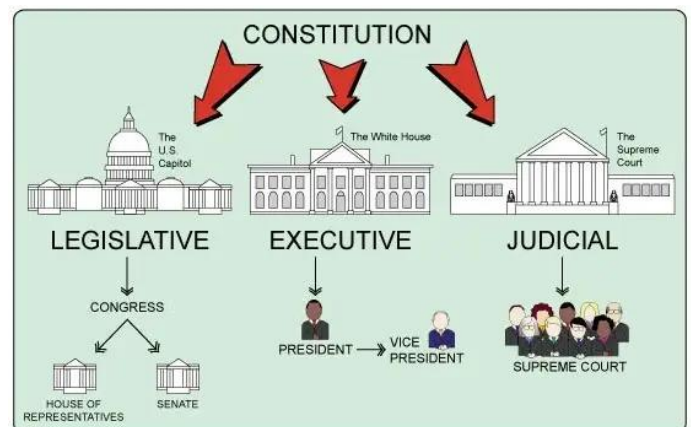


• Political System



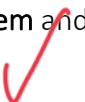
Political structure: Australia is based on Constitutional monarchy so and has a democratic system, so the government is elected by the people and whoever has the right get to participate, the government also use the **separation powers** to avoid concentration of power and ensure democratic operation.

Stability of government: Australia has a multi-party system, but the two major parties (ALP) and (Liberal Party of Australia) take turns to govern.



• Legal System

Type of legal system: Australia follows the **Common Law System**, which originated in England, and the **Constitution law** was formulated in 1901, which defined the origin of the **federal system** and **separation powers**.



Significance of legal system in everyday life: Different from many other countries, Australia has a federal law and State and Territory law, the State and Territory law means that each states enacts local laws, which affects the people in their everyday life more than the federal ones.

- Social organization

Group / individual society: Australia is more like an individual society, emphasize that everyone has independent identity, freedom and responsibility, but under the influence of Immigrant Culture and Aboriginal Communities, there are also collectivist values. This cultural integration allows Australian society to exhibit the characteristics of coexistence of collective and individual values in certain situations.

Mono / multicultural: Since World War II, Australia has accepted a large number of immigrants from all over the world, nearly half of Australia's population was born overseas or has parents who were born overseas, which makes it an immigration country, and for the large variety of religion and languages, we can frankly say that Australia is a multicultural country.

- Religion

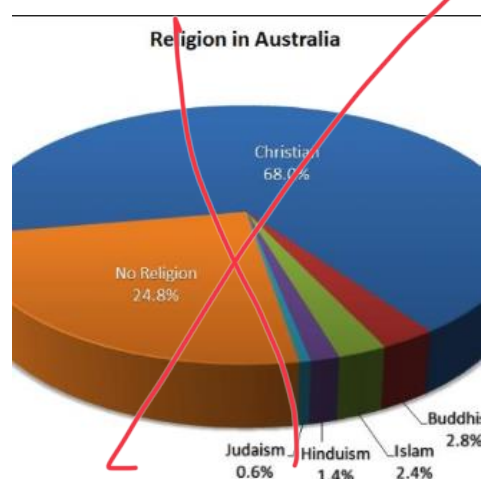
Dominant religion: Historically, Christianity has been the dominant religion. However, based on the 2021 Census, over 38.9% of Australians identify as having no religion, making secularism increasingly common.

Role of religion in daily life: While religious freedom is respected, religion does not typically play a central role in most Australians' daily lives—especially in urban areas. It is more evident in ceremonies like weddings, funerals, and national holidays.

- Arts

Indigenous Art: Indigenous Australian art is one of the oldest continuous artistic traditions in the world. Its key features include Dot painting: Uses natural pigments and symbolic patterns to tell stories from the "Dreamtime," the Aboriginal creation period.

Western and Modern Art: Australian art has been shaped by Western traditions, developing its own distinctive styles over time. Painting and sculpture: 19th-century art focused on landscapes and realism, while the 20th century saw the emergence of modernism and contemporary art. Notable artists: Sidney Nolan (famous for his Ned Kelly series), Brett Whiteley (a modernist master), among others. Art institutions: The National Gallery of Australia (NGA), the National Gallery of Victoria



(NGV), and others host both international masterpieces and local artworks.



- Living Conditions

Diet and nutrition: Australian diets are diverse and health-conscious. Breakfasts typically include cereal, toast, or fruit; lunches are often sandwiches or light meals; dinners are usually hot meals with meat and vegetables. Organic and plant-based options are increasingly popular.

Meat and vegetable consumption rates: Australia has one of the highest meat consumption rates globally, particularly beef, lamb, and chicken. However, vegetable intake is also emphasized, and vegetarian or vegan lifestyles are growing.

Type of housing: Detached houses are the most common in suburban areas. In cities, apartments and townhouses are more prevalent. Single-storey homes dominate in regional towns and suburbs.

- Clothing

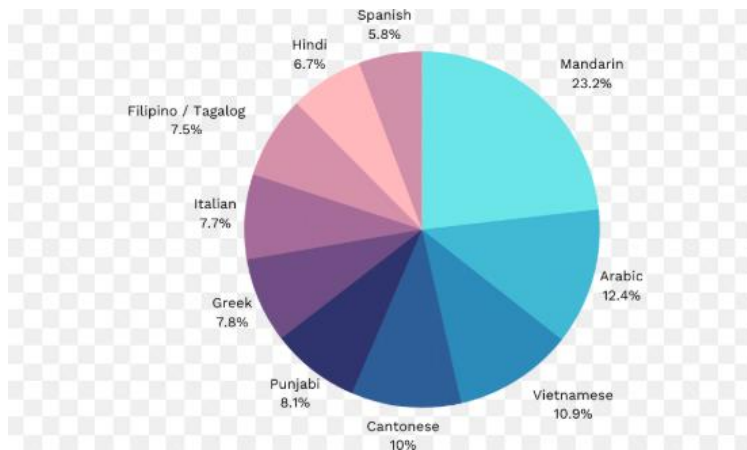
What types of clothes are worn (at home & at work):

At home: Casual clothing like t-shirts, shorts, and activewear is common due to the warm climate and relaxed lifestyle.

At work: In corporate settings: Formal or business attire (suits, shirts) In general offices: Business casual (polo shirts, chinos) For trades or physical labor: Uniforms, often with hi-vis gear and safety equipment

- Language

Spoken & written languages: The official language is English. Other widely spoken languages include Mandarin, Italian, Greek. Indigenous languages are still preserved and taught, though spoken by a small proportion of the population.



The diagram for the geography: https://en.wikipedia.org/wiki/Geography_of_Australia

Diagram of the separation powers: https://www.sohu.com/a/486127584_121118944

People's Lifestyles

Australians are known for their outdoorsy lifestyle. With a strong emphasis on work-life balance, many people finish work early. The culture is friendly and informal—think casual chats, humor, and a "no worries" attitude.

Cities like Sydney and Melbourne are vibrant and multicultural, with great coffee, diverse food scenes, and plenty of events, but they can be expensive, especially when it comes to housing. Meanwhile, life in smaller towns or coastal areas is slower-paced, with tight-knit communities and easy access to nature.

Summary Form

- What is important to you from the economic analysis?

Overall, Australian are more acceptable on these handicrafts, this reflects on their high income and education. Therefore, we take this as an advantage and will try to promote and export our product to this country.

- What is important to you from the cultural analysis?

Australia is a country with a wide variety of culture, people immigrated from all over the world to this place . We believe that they will be interested in this product with such an exciting history and story and would like to give it a try.

Be more specific here.

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



We'd like to use the history of the Kinmen Knife as a gimmick and promote to those who can afford high unit price handicraft and the customers who'd like to acknowledge different types of culture to add this unique product in their collection.

Conclusion

Australia is a high-income, culturally open, and quality-oriented market. Based on our analysis, its population is well-distributed across working-age groups, and consumers value craftsmanship and cultural meaning.

Maestro Wu knives, with their story "from war to kitchen," present not only a kitchen tool but also a cultural symbol. These values of Australian consumers who appreciate authenticity and heritage.

With its blend of history, the Kinmen knife is well-positioned to succeed in the Australian market. Our strategy focuses on targeting middle- to high-income households through storytelling, design branding, and both online and offline retail channels.

International Marketing

Objective 1

Feedback on country choice

GROUP NAME: Team FEFMT

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

A good start – with the introduction well covered and the agenda. Separate overview and objectives (objectives has its own slide) Many good transition words . . . However the wealth is not . . . (good) However, animate! Construction – check pronunciation That wraps up what I want to say on . . . Now Max will continue the presentation.

Do not forget – the presentation mouse is a mouse not a microphone. Relax the arm – later it is better. Next, Media (good direction here). So many words suddenly on the slide!

Now – few words (good) on the slide. Do not be shy to have a whole slide that is the map. Good use of notes – use but try not to read Pictures fit with the presentation – good. Individualistic. Large number of immigrants. That about wraps up what I want to say on . . . Now Tommy will continue the presentation.

No religion = atheists

International Marketing

Objective 1

Feedback on country choice

Conclusion – good direction. Do not forget the food culture . . .

FEEDBACK ON THE REPORT

Overall:

Attractive cover page Yes Table of contents No Introduction Yes Objectives Yes Conclusion Yes

Summary feedback on the report:

There is much that is good here. The introduction has a good direction (but what about the product here?). The objectives show focus and attention to detail from the brief - good. I appreciate the care with the formatting with attempts to position text around the figures. However, where is the use of styles? (I seem to remember one member of your group claiming to be a power-user of Word - time to sharpen those skills! :D)

Yes, Australia is multi-cultural however think about the main population.

Think about food - food culture - this is the focus. Dig in here to understand your knives potential.

85%