

National Changhua University of Education
Department of Business Administration

Maestro Wu

+
detail

Dull

For:

Professor

James Stanworth

Presented by KYBIJ:

Kiki S1263044

Yvonne S1263024

Bella S1263011

Irene S1263022

Joy S1263030

add
family
names

OK

Table of Contents

1.	Introduction	3
2.	The Features of Maestro Wu's Knives	3
3.	Target Country-The United States	3
	Cultural Analysis	3
	Economic Analysis	5
	Marketing Strategy	9
1.	STP Analysis	9
2.	Pricing	10
3.	Promotion & Place	11
	Summary Form	11

1. Introduction

1. The Features of Maestro Wu's Knives

Maestro Wu is a traditional knife brand from Kinmen, Taiwan, with a history of over 80 years. What makes it unique is its use of discarded artillery shells from Kinmen's former battlefield, combining remnants of war with traditional craftsmanship to produce high-quality knives with collectible value¹. The brand embodies both historical and cultural heritage as well as environmental sustainability.²

The knives made from specially treated artillery shell steel offer exceptional hardness and durability. Each knife is hand-forged by skilled craftsmen, giving it a unique texture and character. Maestro Wu's product line includes over 300 types of knives, ranging from Chinese cleavers, Japanese kitchen knives, Western chef's knives, to outdoor knives, and even nail clippers—catering to a wide variety of consumer needs.³⁴

To enhance brand value and improve customer experience, Maestro Wu also offers a variety of knife gift sets. These sets feature elegantly designed boxes that combine secure placement with aesthetic presentation, making them ideal for both gifting and personal collection.⁵

Maestro Wu also offers customized services, allowing customers to engrave their desired text on the blade. This adds a sense of personalization and commemorative value, making the knives perfect for personal collections or meaningful gifts.

2. Target Country-The United States

Located in North America, the United States has a diverse climate. Education is compulsory from kindergarten to 12th grade, with many public and private schools. The culture values autonomy and individual success in a multicultural society. Movies, music and festivals are central to American culture. Food includes fast food and healthy options, and clothing is casual and comfortable. English is the primary language. The total population of the United States is 4.22% of the world's population. In recent years, the US GNP has experienced steady quarterly growth. In addition, the latest record of the US GDP in 2023 is 522% of the world average. All these factors indicate that the US market has significant consumer power, providing a solid foundation for future brand expansion.

● Cultural Analysis

1. Geographic

1.1 Geographical Location⁶

The United States is in North America, bounded by the Atlantic Ocean to the east, the Pacific Ocean to the west, Canada to the north, and Mexico to the south. It also comprises Alaska and Hawaii and several overseas territories, such as Guam and Puerto Rico.

1.2 Climate

¹ <https://www.maestrowu.com.tw/about-brand.php>

² <https://www.thinkchina.sg/society/when-shells-rained-down-kinmen-forged-legacy-kitchen-knives>

³ <https://www.cna.com.tw/postwrite/chi/390133>

⁴ https://www.maestrowu.com.tw/product.php?srsId=AfmBOorANDii_RuPNpuXvjyqHo3DjaBjETDT8fVB_BPTuZDFts1XG2ks

⁵ <https://www.maestrowu.com.tw/gift.php>

⁶ <https://www.workingabroad.com/travel/usa-geography-and-climate/>

The U.S. climate is varied and includes temperate, continental, subtropical, desert, alpine, and polar climates. For instance, California has a Mediterranean climate, Florida is generally considered subtropical, and Alaska is polar.

2. Social institutions

2.1 Family Roles⁷

Families in the U.S. have traditionally centered on the nuclear unit, but now they range from single-parent families, blended families, and LGBTQ+ families. Individual freedom and independence are highly regarded.

mixed cultures?

2.2 Education Levels

The U.S. system of education is compulsory from kindergarten through the 12th grade. There is a plethora of public schools, with private schools and homeschooling also available as alternative choices. Higher education is well developed, with leading universities like Harvard, MIT, and Stanford.

3. Political System

3.1 Government Structure

The U.S. is a federal republic with three branches of government: the Executive, headed by the President; the Legislative, called Congress; and the Judicial, the Supreme Court. States are autonomous; hence, laws in the United States may vary.

3.2 Stability

The U.S. political system is stable but marked by political polarization given by the existing two-party system, i.e., the Democratic and Republican parties, compared to Civil War times. Heated public debate tends to be about gun control, abortion rights, and immigration policies actively discussed in society.

4. Legal System

4.1 Legal System Type

Common law applies with the following sources: the Constitution, congressional legislation, executive orders, and judicial precedents.

5. Social Organization

5.1 Individual vs. Group Orientation

U.S. culture stresses the values of individualism, autonomy, and people's capacity to succeed on their own; however, there is a strong tradition of community service and volunteering in this country.

5.2 Monocultural vs. Multicultural Society

The U.S. is an immigrant nation and multicultural society. Groups such as the Asian, African, and Hispanic communities contribute their shares to diversified food, languages, and forms of art.

6. Religion

6.1 Major Religions

⁷ <https://www.workingabroad.com/travel/usa-geography-and-climate/>

Christianity is the main religion—Protestantism and Catholicism—but there are also forms of Judaism, Islam, Buddhism, and atheism. The Constitution provides for freedom of religious practice.

6.2 Impact on Daily Life

It influences holidays, such as Christmas and Thanksgiving; moral beliefs, like abortion and same-sex marriage; and it plays a role in political elections.

7. Arts

7.1 Major Art Forms

Film (Hollywood), music (jazz, rock, hip-hop), literature (American novels), and theater (Broadway) have all profoundly impacted world cultures.

7.2 Relation to Life

The integration of movies, television, music, festivals, and museums into everyday life means that art represents an important aspect of American culture.

8. Living Conditions

8.1 Dietary Habits

There is an emphasis on fast food culture—McDonald's, Burger King—and healthy eating, including vegetarian and gluten-free diets.

8.2 Housing Types

The main types are single-family homes, apartments, and townhouses. Suburban living is mostly found.

9. Clothing

9.1 Casual and Work Attire

American dressing is comfortable and individualistic. Casual wear includes T-shirts, jeans, and sneakers, while workwear varies by sector: the tech industry is relaxed, the finance sector is formal. In formal occasions, there are tuxedos and evening gowns for black tie events, and suits and cocktail dresses for semi-formals. Climate, industry, and current trends shape diverse fashion.

10. Language

10.1 Spoken and Written Language

The language used is English but more appropriately for written context; spoken English is less formal and filled with slang.

● Economic Analysis

1. Population

1.1 Totals

In 2025, the population of the United States of America is 346,785,807, which is equivalent to 4.22% of the total

world population. It shows that the USA represents a large and diverse consumer market⁸.

1.2 Age and Sex Distributions

The statistic shows that 17.59 percent of the U.S. population fell into the 0–14-year category, 64.97 percent into the 15–64 age group, and 17.43 percent of the population were over 65 years of age over the past two years⁹.

There were 165.28 million males and 168 million females living in the United States in 2022. The recent years of sex distributions remain steady that female occupies 51%, and male occupies 49% of the USA population¹⁰.

1.3 Geographic Spread of the Population

The population distribution across different regions in the United States respectively Northeast 17.3%, Midwest 20.8%, West 23.7%, and South 38.1%¹¹.

2. Economic statistics

2.1 Gross National Product

In recent years, the U.S. GNP has experienced steady growth each quarter. Gross National Product in the United States averaged 10231.82 USD Billion from 1947 until 2024, reaching an all-time high of 23620.90 USD Billion in the fourth quarter of 2024¹².



Figure 1

2.2 Income Per Capita & Family Income

The Gross Domestic Product per capita in the United States was last recorded at 65875.18 US dollars in 2023, which is equivalent to 522 percent of the world's average¹³.

2.3 Distribution of Wealth

Wealth in the U.S. is very unevenly distributed.

The top 1% (1.3 million families) own \$49.2 trillion (31% of total wealth). The next 50–99% (65.2 million families) hold \$106.8 trillion (67%). Meanwhile, the bottom 50% (66.6 million families) have just \$3.9 trillion (2%)¹⁴.

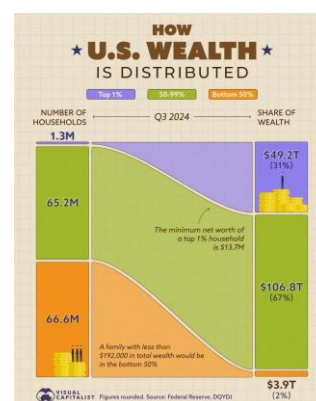


Figure 2

I do not have Superman eyes

⁸ <https://www.worldometers.info/world-population/us-population/>
⁹ <https://www.statista.com/statistics/270000/age-distribution-in-the-united-states/>
¹⁰ <https://www.statista.com/statistics/241495/us-population-by-sex/>
¹¹ https://www.census.gov/popclock/data_tables.php?component=growth
¹² <https://tradingeconomics.com/united-states/gross-national-product>
¹³ <https://tradingeconomics.com/united-states/gdp-per-capita>
¹⁴ <https://www.visualcapitalist.com/a-visual-breakdown-of-who-owns-americas-wealth/>

3. Transportation

The United States has a well-developed freight transportation system, moving 53 billion tons of goods worth \$14.5 trillion annually. Trucking dominates with 72% of freight volume, ensuring efficient nationwide distribution. Maritime transport (6%) is essential for imports, while air freight (0.3%) handles high-value goods¹⁵.

4. Communication and Internet

About 96% of adults in the U.S. use the internet, with 97% of men and 95% of women using it¹⁶. Young adults (18-29 years) have the highest internet usage rate at 99%, while adults aged 65 and older have a usage rate of about 90%¹⁷.

5. Dominant Economic Activity

The United States' economy is led by the service sector. According to 2021 data, it accounts for 77% of the overall GDP, while manufacturing makes up 11%, other industrial activities also account for 11%, and agriculture contributes 1%¹⁸.

6. Dominant Economic Activity

The United States' economy is led by the service sector. According to 2021 data, it accounts for 77% of the overall GDP, while manufacturing makes up 11%, other industrial activities also account for 11%, and agriculture contributes 1%¹⁹.

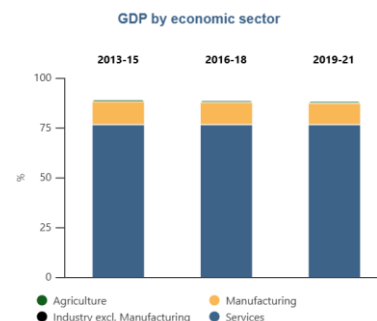


Figure 3

7. Currency

6.1 What currency?

The United States uses US dollar, which has long been the world's most significant medium of exchange. It is the most widely held reserve currency and the most used currency for global trade and various international transactions.

6.2 Exchange rates

The exchange rate is 33.198 TWD per USD, showing a slight increase of 0.518% over the past week. The strengthening of the USD can benefit Taiwanese manufacturers by making their products more affordable in the U.S. market, potentially increasing demand for exports.

8. Trade Restrictions

The U.S. grants Taiwan Most-Favored-Nation (MFN) status with an average tariff rate of 6.5%. Additionally, in early February, the U.S. announced a 25% tariff on steel and aluminum, which significantly impacts Taiwan as the third-largest steel exporter to the U.S.

¹⁵ <https://data.bts.gov/stories/s/Moving-Goods-in-the-United-States/bcyt-rqmu/>

¹⁶ <https://www.pewresearch.org/internet/fact-sheet/internet-broadband/>

¹⁷ <https://www.pewresearch.org/internet/fact-sheet/internet-broadband/>

¹⁸ <https://www.focus-economics.com/countries/united-states/>

¹⁹ <https://www.focus-economics.com/countries/united-states/>

9. Distribution Channels

8.1 Size and Type of Retail Outlets

Indirect Selling (63.8% in 2022): Includes supermarkets, major retailers, and distributors. Restaurants and hotels prefer distributors for better pricing and service. Consumers favor in-store shopping for easy brand comparison.

Direct Selling (Fastest Growth): Driven by brand websites and e-commerce. Consumers prefer direct purchases for authenticity.

ah! Good

8.2 What Kind of Markup?

It's common for makers to build a 30%-50% profit margin into their knife prices²⁰.

8.3 Dominant Payment Methods

In 2023, digital wallets led online payments with 37%, followed by credit cards (32%) and debit cards (19%). A2A transfers and BNPL each accounted for 5%, while prepaid cards and cash on delivery made up only 1% each.

For in-store payments, credit cards were the most used at 41%, followed by debit cards (28%). Digital wallets accounted for 15%, while cash still held 12%. Prepaid cards (3%) and POS financing (1%) had the smallest shares²¹.

8.4 Relevance of middlemen

A middleman is an intermediary in business transactions, which can be an individual, small company, or large organization. They facilitate transactions for a commission or fee, and sometimes profit by buying products and reselling them at a higher price.

8.5 Characteristics in the market of pull or push?

In the U.S. market, the pull strategy is gradually taking the lead because of the expansion of digital marketing and the influence of social media. Consumers are obtaining information online, and brands are increasingly using content marketing and social media to build relationships with consumers. However, push strategies remain important in certain traditional retail sectors, especially in industries that require large-scale distribution, quick inventory clearance, or entry into new markets.

10. Media

9.1 Dominant forms of media

Deloitte's 2025 Digital Media Trends report shows a shift from pay TV to streaming services, social media, and gaming, especially among younger generations. Gen Z prefers gaming (26%), music (14%), social media (11%), and browsing the internet (12%) over traditional TV (10%). This shift reflects a growing preference for digital media²².

9.2 Use of social media

The most widely used video-based platform is YouTube, with 83% of U.S. adults reporting usage. The most used social media platform, Facebook, follows at 68%, while Instagram is at 47%²³.

²⁰ <https://www.knifemaker.ca/blogs/knifemaking-news/how-to-price-your-custom-knife>

²¹ <https://www.oberlo.com/statistics/top-us-payment-methods>

²² <https://www2.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey/2025.html>

²³ <https://www.pewresearch.org/internet/2024/01/31/americans-social-media-use/>

● Marketing Strategy

1. STP Analysis

1.1 Segmenting

(1) Demographic Segmentation

The target audience can be categorized into different demographic groups:

- Age: The primary target audience ranges from 25 to 65 years old, including professional chefs, cooking enthusiasts, historical collectors, and high-end personalized consumers.
- Gender: Male consumers dominate the market, particularly in historical collectibles and professional kitchenware, while female cooking enthusiasts also represent a significant segment.
- Income Level: Targets middle-to-high-income consumers (annual income of \$50,000 or more) who are willing to invest in premium knives.
- Education Level: Primarily college-educated consumers, especially those interested in professional cooking, cultural collectibles, and luxury lifestyles.

(2) Geographic Segmentation

The market primarily focuses on major

U.S. cities and high-spending regions:

- Core Markets: New York, Los Angeles, San Francisco—cities with strong food cultures and a significant Asian demographic.
- Potential Markets: Chicago, Miami, Houston—emerging high-end consumer markets.
- Historical Collectors Market: Texas, Washington, and Virginia—regions with a strong historical collector culture.

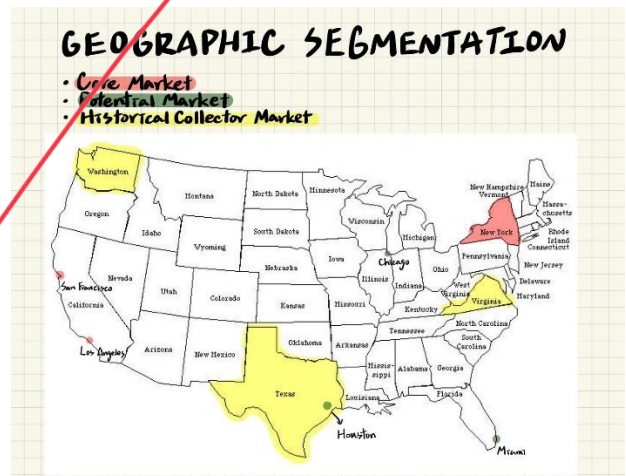


Figure 3 Geographic segmentation in America

(3) Behavioral Segmentation

Market segmentation based on purchasing behavior and usage habits:

- Purchase Frequency: Professional chefs and high-end restaurants purchase and replace knives frequently, while cooking enthusiasts and collectors buy less often but are willing to invest in high-value products.
- Usage Purpose: Professional use (restaurant chefs), home use (cooking enthusiasts), collecting (historical and cultural enthusiasts), gifting (luxury customization market).
- Brand Loyalty: Professionals tend to stick with trusted brands, while collectors are more interested in brand heritage and limited editions.
- Preferred Purchase Channels: High-end kitchenware stores, brand websites, Amazon,²⁴ history collectible

²⁴ 亞馬遜 **Maestro Wu 8 吋 D7 台灣金槍魚廚師刀切刀- 炸彈鋼不可擋刀由真正的重磅炸彈製成, R.C. 57-58(抗污碳鋼); 單獨手工磨銳, 開箱即用鋒利; 出色的平衡, 是您手部的自然延伸; 用肥皂和水清洗, 毛巾擦乾並存放在盒子裡以獲得最佳使用壽命 ...**

exhibitions, and premium kitchen supply retailers.

1.2 Targeting²⁵

Based on the segmentation analysis, Maestro Wu targets four key consumer groups:

- (1) Professional Chefs: High-end culinary professionals in Michelin-starred Chinese restaurants and Asian cuisine establishments.
- (2) Cooking Enthusiasts: Home chefs passionate about Asian cuisine and willing to invest in premium knives.
- (3) Historical Collectors: Consumers interested in history and handcrafted artifacts.
- (4) Luxury & Customization Seekers: High-end buyers looking for unique knife designs and personalized options.

1.3 Positioning

Maestro Wu differentiates itself through a unique combination of military history, premium craftsmanship, and high-end functionality, positioning itself uniquely for different target groups:

- (1) Professional Chef Market: Emphasizes sharpness, durability, and handmade quality, collaborating with high-end restaurants.
- (2) Cooking Enthusiast Market: Promotes premium knives through social media marketing (YouTube, Instagram) to attract home chefs.
- (3) Military & Collector Market: Highlights historical significance and unique craftsmanship, promoted through military forums and collector exhibitions.
- (4) Luxury & Customization Market: Offers custom engraving and limited editions to appeal to high-end consumers.

2. Pricing

First, we convert MAESTRO WU's prices in Taiwan to U.S. prices and use value-oriented pricing to find that MAESTRO WU's prices are relatively like those of U.S. mid- to high-end cutlery brands such as Güde²⁶, Shun²⁷, and Miyabi²⁸, so we delineate the price ranges of these three brands. We found that Güde's average price range is between \$100 and \$300, Shun's average price range is between \$150 and \$500, and Miyabi's average price range is between \$150 and \$400. Considering that MAESTRO WU is entering the U.S. market for the first time, to maintain the unique brand spirit and stay competitive in the market, we plan to sell MAESTRO WU products with the price range of \$200 to \$400 to ensure that our products remain competitive while providing customers with superior quality and unique brand spirit through outstanding materials and services.

Competitive Brands	Name of Product	Price
Güde	Chef's knife	\$197
Shun	Classic Blonde 8" Chef's Knife	\$213
Miyabi	MIYABI Kaizen8-inch, Chef's Knife	\$179.99

Table 1

²⁵ https://maestrowu.com/?utm_source=chatgpt.com

²⁶ <https://www.guede-solingen.de/en/?srsltid=AfmBOopQ-QeKxq2IGdplaOBep2Bq121bXhfWvqQWxcbKJZuOkPPiDs1t>

²⁷ <https://shun.kaiusa.com/?srsltid=AfmBOopqfXbl-W-KFv85gGN8suFbc3qA-4laHUvvDa4zGJaMenNykWCe>

²⁸ <https://www.zwilling.com.tw/collections/miyabi-cutlery>

3. Promotion & Place

3.1 Promotion

- (1) Brand storytelling marketing: Highlight the historical background of recycled artillery shells and the brand's 80+ years of craftsmanship heritage. This approach can attract consumers who appreciate historical legacy, cultural traditions, or handcrafted products.
- (2) Sustainable and eco-friendly marketing: Emphasize the recycling program of "repurposed artillery steel," which helps reduce the environmental impact caused by extracting new raw materials. Highlight the long lifespan and durability of the knives, which lowers the need for frequent replacements and reduces consumer waste—aligning with the goals of resource reuse and a circular economy.
- (3) Digital marketing: Add English and other language translations to the official website to increase the willingness of international consumers to explore the brand, knife introductions, and recipe content. Use official social media platforms to regularly share product information, new releases, and videos demonstrating the knives and how to use them, enhancing engagement with customers. Collaborate with well-known American chefs, restaurants, food bloggers, or video creators to showcase Maestro Wu knives through shared cooking techniques and personal user experiences.
- (4) Customer experience and reviews: Offer discounts for first-time purchases or a trial period to lower the purchasing barrier for consumers. Launch gift sets or customization services for special holidays in the U.S. Establish a membership program where customers can accumulate points to redeem knives, enjoy exclusive discounts, or gain early access to new products. Establish user review sections on the official website, on other sales platforms, as well as in knife-related forums and social media communities to gather customer feedback and build consumer trust.

check objectives

3.2 Place

- (1) Online channels: Set up multilingual support on the official website, along with multiple payment options and international shipping services. Establish a branded flagship store on e-commerce platforms commonly used by American consumers, such as Amazon and Walmart, or on websites that specialize in knives.
- (2) Offline channels: Set up a Maestro Wu product section in department stores and kitchenware specialty stores, and collaborate with premium gift shops to promote and sell limited edition and customized knives. Alternatively, establish long-term procurement relationships with restaurants and hotels. Participate in more relevant exhibitions to showcase, promote, and sell products, increasing brand visibility and attracting potential business partners.

● Summary Form

○	What is important to you from the economic analysis?
●	Capita: The U.S. GDP per capita in 2023 was \$65,875.18.

why important for your product?

<ul style="list-style-type: none"> ● Wealth Distribution: The top 1% hold 31% of wealth, while the bottom 50% hold just 2%. ● Economic Activity: The service sector contributes 77% to GDP. ● Transportation: 72% of freight is moved by trucking. ● Currency: The U.S. dollar is the world's primary reserve currency. ● Trade: The U.S. imposes 6.5% tariffs on Taiwan and 25% on steel/aluminum.
<ul style="list-style-type: none"> ○ What is important to you from the cultural analysis?
<ul style="list-style-type: none"> ● Geography & Climate: Located in North America with diverse climates, from polar to subtropical. ● Social Institutions: Diverse family structures; compulsory K-12 education with multiple schooling options. ● Politics & Law: Federal republic, politically polarized; follows a common law system. ● Society: Values individualism but embraces multicultural influences and community service. ● Religion: Predominantly Christian, influencing holidays and politics. ● Arts & Culture: Hollywood, music, and literature shape global entertainment. ● Lifestyle: Mix of fast food and healthy eating, suburban housing, casual fashion, and informal English.
<ul style="list-style-type: none"> ○ How might the customer make your product part of their lives?
<ul style="list-style-type: none"> ● Professional Chefs <ul style="list-style-type: none"> 1. Essential tool for daily work, enhancing precision and efficiency. 2. Part of their brand image, used in social media, cooking demos. ● Cooking Enthusiasts <ul style="list-style-type: none"> 1. Elevates home cooking experience, making food prep smoother and more professional. 2. Engages with the community by sharing experiences on YouTube, Instagram. ● History Enthusiasts & Collectors <ul style="list-style-type: none"> 1. A collectible with historical value, combining functionality and heritage. 2. Limited editions may appreciate in value over time. ● High-End Personalized Consumers <ul style="list-style-type: none"> 1. Matches a luxury lifestyle, showcasing individuality and exclusivity. 2. Used as a prestigious gift or status symbol.

food culture?

In report?

International Marketing

Objective 1

Feedback on country choice

GROUP NAME: KYBIJ

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? Yes
- Is the style consistent e.g., are font sizes the same through the presentation? Yes
- 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

Great start. Well done. The agenda is very high impact. Try not to read too much from your notes. Few words on the slide, too. Good job. That is all we want to say about . . . Now X will continue the presentation.

Slow down a little

Cultural environment – why not just have the map and drop the words? Next the political system – click (words on the screen) talk Lastly, let's talk about . . . Good. Next Bella will continue the presentation.

Good interpretation of the information.

Segmentation . . . wait a minute.... What is the brief? Is this for now?

Pricing . . . wait a minute . . . What is the brief? Is this for now?

International Marketing

Objective 1

Feedback on country choice

Promotion . . . wait a minute. [Note – you have to work out logically step by step where you are going otherwise the ideas do not make sense]

What about culture e.g., food culture? What about people's living habits – re. Use of knives.

Tariffs – still 6.5% for steel knives?

FEEDBACK ON THE REPORT

Overall:

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

Summary feedback on the report:

I feel the energy in this report from you gathering lots of data. Focus the effort and you will do very well. The section on the product is strong but then the issue is FOCUS. Why are you doing this report? This focus comes from writing the objectives -- which in this case are missing. The result is a lack of really clear focus and -- much more critically -- you drift off into work that is not part of the brief. Read-think-focus

Think about:

- Culture - what is key here? Food culture, right? So get more information on that because it will really help you.
- What are the implications of the information? Your opportunity is large because of high GDP/capita -- but across all States?
- Focus into that food culture which is much more than hamburgers!
- Feel the power of Word!

88%