


International marketing



STANLEY in Hungary



S1263008 Caroline
S1263013 Yuki One
S1263026 Iris
S1263045 Zoe
S1262044 Helen

Date ↗

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First
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Introduction

- Stanley is a globally recognized foundational tool known for its superior performance and durability, and after an in-depth analysis of the unique environment of the Hungarian market, including its associated culture and geographical location, we believe that Stanley, as a brand with a long history and many trusts, can be a major target market for us to promote.

Objectives

- Enter the Hungarian Market**
Promote Stanley tools in Hungary by using its strong brand image and product reliability.
- Use Local Advantages**
Take advantage of Hungary's central location in Europe for better logistics and market access.
- Fit with Local Culture and Needs**
Adapt our products and marketing to Hungary's cultural habits, family values, and DIY lifestyle.

Cultural

• Geographic

Advantages of Location:

Central Location in Europe – Transportation Hub:
Located at the crossroads of Central and Eastern Europe, Hungary serves as a key transit point with excellent access via road, rail, and waterways (e.g., the Danube). This supports trade and logistics development.

Bordering Multiple Countries – Strong Regional Integration Potential:
Sharing borders with 7 countries facilitates cross-border economic cooperation, tourism, and investment opportunities.

Flat Terrain – Ideal for Agriculture and Infrastructure:
The predominantly flat landscape, especially the Great Hungarian Plain (Alföld), offers fertile land for large-scale agriculture and easy infrastructure expansion.

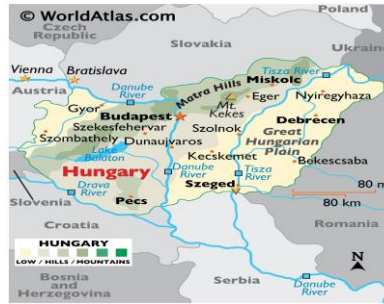


Figure X ... -

Climate: Hungary has a temperate continental climate, influenced by western oceanic and southern Mediterranean climates. Summer temperatures average between 25°C and 30°C, with occasional heatwaves reaching 35°C to 38°C. Winters are cold, with temperatures typically ranging from -10°C to 0°C. The average annual precipitation is about 600 mm, with lower amounts in the east and up to nearly 1000 mm along the western borders.

Hungary's strategic geographic location offers significant advantages for global marketing initiatives. Its central position in Europe ensures efficient logistics, enabling seamless access to key markets across both Western and Eastern Europe while reducing transportation and shipping costs. The country serves as a natural regional hub for coordinating marketing campaigns in Central and Eastern Europe (CEE), offering operational convenience and market proximity. Additionally, Hungary's predominantly flat terrain provides cost-effective opportunities for developing infrastructure such as factories, warehouses, and logistics parks. Its direct borders with seven countries further facilitate cross-border cooperation, enhance market penetration, and create synergies for international joint ventures and partnerships.

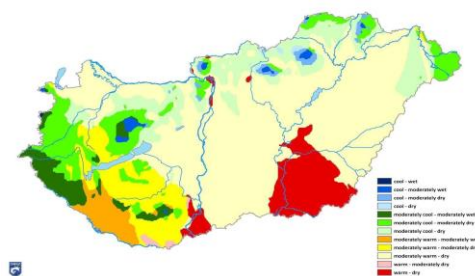
Source of information?

Climatic Advantages:

Temperate Continental Climate – Four Distinct Seasons:
Supports the cultivation of various crops like wheat, corn, and grapes, which is beneficial for agriculture and food exports.

Abundant Water Resources:
Numerous rivers (Danube, Tisza) and lakes (Lake Balaton) provide irrigation, transportation routes, tourism opportunities, and aquaculture potential.

Rich Geothermal Resources:
With over 1,000 thermal springs, Hungary has strong potential for health tourism and spa-related industries.



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• Social institutions

Role of the Family: Traditionally, the family holds a central place in Hungarian society, with strong emphasis on close-knit relationships and parental involvement in children's upbringing and education.

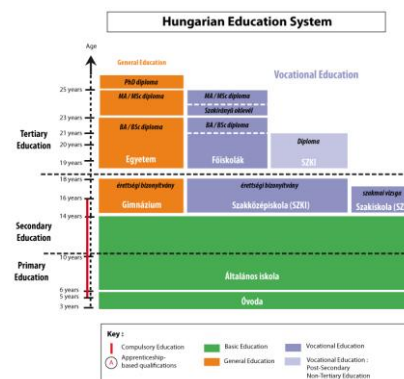
Family Dynamics: In response to declining birth rates, the Hungarian government has implemented the "Family Expansion Plan," offering incentives such as lifetime income tax exemption for women with four children and favorable loans for newlyweds, aiming to encourage childbirth and support family development.

Education System: Hungary's education system comprises preschool (nurseries for ages 0-3 and kindergartens for ages 3-6), primary education (starting at age 6 for 8 years), secondary education (general and vocational pathways), and higher education (universities and colleges).

Structure of the Hungarian Education System

Preschool	<ul style="list-style-type: none"> Nurseries (ages 0–3) Kindergartens (ages 3–6)
Primary School:	<ul style="list-style-type: none"> Starts at age 6, lasts 8 years
Secondary Education:	<ul style="list-style-type: none"> Includes general and vocational pathways
Higher Education	<ul style="list-style-type: none"> Universities and colleges

Education Levels: Hungary maintains a relatively high educational standard in Europe. Approximately 70% to 80% of young people pursue university studies after completing primary education. Higher education institutions follow the Bologna Process, with degrees widely recognized across the European Union.



• Political

Political Structure: Hungary operates as a multi-party parliamentary democracy with a unicameral National Assembly comprising 199 members elected every four years. The President, elected by the National Assembly for a five-year term, serves a largely ceremonial role. The Prime Minister, nominated by the President and elected by the National Assembly, holds executive authority and is responsible for forming the government. Additionally, Hungary's prosecution service functions as an independent fourth branch of power, separate from the legislative, executive, and judicial branches, aiming to prevent the abuse of state power.

Government Stability: Since 2010, Hungary has been governed by the Fidesz party, led by Prime Minister Viktor Orbán, maintaining a high level of political stability compared to other EU member states. However, international organizations like Freedom House have downgraded Hungary's democratic status to a "hybrid

OK

rid regime," indicating concerns over the erosion of democratic institutions.

● Legal system

Type of Legal System: Hungary follows the civil law system, with its legal framework based on the Fundamental Law of Hungary, effective from January 1, 2012. The system emphasizes codified statutes and encompasses various areas such as civil law, criminal law, labor law, intellectual property law, and tax law. The Hungarian judicial system operates under a four-branch separation of powers, including the legislature, executive, judiciary, and an independent prosecution service led by the Chief Prosecutor, established to prevent the abuse of state power.

Significance of the Legal System in Everyday Life:

(1) Contracts and Transactions: Civil law governs agreements between individuals and businesses, ensuring legality and fairness in dealings.

(2) Employment Relations: Labor laws protect the rights of employees and employers, outlining working conditions, wages, and termination procedures.

(3) Intellectual Property: IP laws safeguard innovations and creative works, fostering technological and cultural advancement.

(4) Taxation: Tax laws define the obligations of individuals and businesses, supporting the provision of public services. ✓

● Social organization

(1) Individualism vs. Collectivism: Hungarian society historically embodies both individualistic and collectivistic traits. During the communist era, collectivism was predominant, emphasizing societal interests and collective responsibilities. Post-1990 democratic reforms introduced a shift towards individualism, highlighting personal freedom and autonomy. Contemporary Hungary exhibits a blend of these values across family structures, education, and workplace dynamics.

(2) Monocultural vs. Multicultural: Hungary is predominantly monocultural, with the Magyar ethnic group forming the majority, sharing a common language and cultural heritage. Nonetheless, the country is home to minority groups such as the Roma, Germans, and Slovaks. Hungarian policies promote multiculturalism by supporting minority language education and cultural preservation initiatives. ✓

● Religion

Dominant religion: Christianity is the major religion in Hungary. About 68% say they are Roman Catholic, 21% Reformed (Calvinist) Protestant and 6% Evangelical (Lutheran) Protestant. There are also small Greek Catholic and Orthodox congregations. Hungary's Jews number about 80,000, down from a pre-war population of almost 10 times that size.

Role of religion in daily life: Many families attend church during major religious holidays such as Easter and Christmas, maintaining traditions like fasting during Holy Week or observing Advent practices before Christmas. In rural areas, religious activities are more integrated into daily life. Churches serve not only as places of worship but also as venues for community gatherings, weddings, and baptisms. Religious schools also hold an important place in the education system, where students are taught religious studies and moral values.

alues.

● Arts

Dominant types of art: Hungarian folk art is characterized by vibrant colors and symmetrical floral patterns, commonly seen in embroidery, ceramics, wood carvings, and wall paintings. In rural areas, these elements are frequently used in household decor, clothing, and festival attire—forming an integral part of everyday life and local identity.

Hungarian architecture combines Baroque, Gothic, and Art Nouveau styles. Cities like Budapest are home to iconic structures such as the *Párisi Udvar*, which has been transformed into a luxury hotel while retaining its Art Nouveau and Neo-Gothic features. These styles are embedded in everyday living spaces, making architecture a lived art form.

Music is an essential part of Hungarian life—from folk music traditions to classical compositions by Béla Bartók and Franz Liszt. Folk music is frequently performed at festivals, weddings, and family gatherings, making it a lively and personal form of artistic expression.

Relation to everyday life: From folk crafts and architecture to fine arts and music—is deeply intertwined with everyday life. From embroidered pillows at home to historic buildings in the city and cheerful music at festivals, art is not just observed but lived by the Hungarian people.

● Living conditions

Diet and nutrition: Hungarian cuisine is traditionally rich in calories and meat-based. Signature dishes such as *gulyás* (beef stew), *pörkölt* (paprika meat stew), and *kolbász* (smoked sausage) reflect the nation's preference for hearty, meat-centric meals. However, with growing awareness of healthy lifestyles, more and more Hungarians are now paying attention to dietary balance by increasing their intake of vegetables and whole grains.

Meat and vegetable consumption rates: The daily intake of vegetables and fruits among Hungarians significantly exceeds that of meat. Meat and fish combined account for approximately 9.6% of the average diet, whereas vegetables and fruits represent about 31%, making them the most consumed food group. This indicates that while meat continues to be a vital component of Hungarian meals, the consumption of plant-based foods is also gaining importance, especially in the context of increasing health consciousness.

Typical meals: Hungarians generally have three meals a day, but only one of them is typically hot—usually lunch. Breakfast commonly includes bread, cheese, sausages, eggs, and vegetables. Lunch is the most substantial meal of the day, featuring dishes like fried chicken breast, pork cutlets, and fried cheese. Dinner tends to be lighter, often consisting of cold dishes or leftovers from lunch. Additionally, home cooking is deeply valued in Hungarian households—around 95% of families cook at home at least three times a week.

What type of housing: Housing in Hungary is diverse. In urban areas, particularly in large cities like Budapest, apartment buildings are the most common form of housing. In contrast, rural regions are dominated by detached houses, and many families have their own yards and gardens.



- Clothing

In daily life, Hungarians prefer comfortable and practical clothing. During the summer, due to the higher temperatures, people commonly wear light T-shirts, shorts, or casual loungewear for better ventilation and ease of movement. In contrast, the cold winter months bring a shift to warm sweaters, sweatpants, or long home trousers. Thick socks and indoor slippers are also commonly worn, serving both comfort and cultural norms for indoor settings.

In professional environments, Hungarians generally place great importance on formal and appropriate attire. Men typically wear suits, dress shirts, and ties to convey a professional image, while women often choose business suits, blouses, or formal dresses. Even during the hot summer months, suits remain the standard office wear, reflecting a cultural emphasis on formality. As the weather turns colder in autumn and winter, outfits are often layered with trench coats or overcoats, and accessories such as gloves and hats are used for warmth and style.

- Language

Hungarian, or Magyar, is an Ugric language of the Uralic language family spoken in Hungary and parts of several neighboring countries. It is the official language of Hungary and one of the 24 official languages of the European Union. Outside Hungary, it is also spoken by Hungarian communities in southern Slovakia, western Ukraine, central and western Romania, northern Serbia, northern Croatia, northeastern Slovenia, and eastern Austria.

Economic statistics

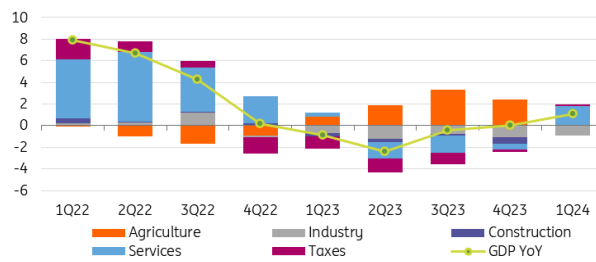
- Major Economic Activities

Hungary's economy exhibits characteristics of both manufacturing and services sectors. According to ING Think, in the first quarter of 2024, services grew strongly, with positive changes in both business and government-related services, household services, and notable drivers like information, communication, and education. Simultaneously, the same report indicates that industry, including manufacturing, contracted by almost 5% during this period.

The Hungarian Central Statistical Office (KSH) provides detailed classifications related to industry, including the "ITO Classification of industrial products" and "MIGs Classification of industrial products by designation". This suggests a structured and significant industrial base in Hungary, even if it experienced a recent contraction. The KSH also tracks various aspects of industrial production and sales, such as production by end-use groups of branches and by

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sub-sections, including export sales This indicates ongoing activity in manufacturing that would likely require tools like screwdrivers for production, maintenance, and assembly.



• Trade Restrictions

Based on the "2025 National Trade Estimate Report on Foreign Trade Barriers," Hungary, as a member of the European Union (EU), is subject to the EU's common external trade policies. The report discusses trade barriers imposed by the EU as a whole, which would apply to Hungary. For example, the report mentions that the GCC Member States notified the WTO an amendment to their technical regulations on food additives, aligning with EU regulations, which banned the use of titanium dioxide as a food additive. This illustrates how EU-level regulations impact member states like Hungary.

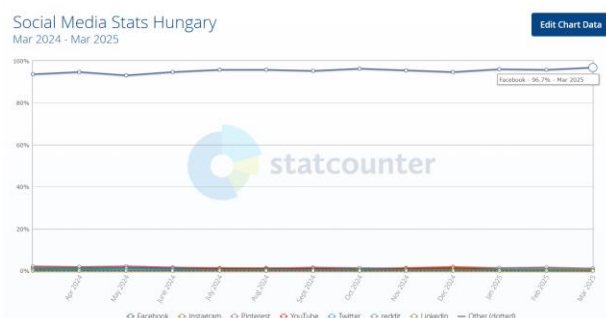
The report also lists the EU as one of the largest export markets for the United States, covering nearly 60 trading partners. While it doesn't explicitly detail specific restrictions imposed by Hungary beyond EU-wide policies, the focus on the EU implies that trade regulations and standards are largely harmonized across member states.

Regarding specific import requirements and documentation for Hungary, the International Trade Administration (ITA) website provides resources like the "Hungary Country Commercial Guide". This guide would contain detailed information on import tariffs, requirements, documentation, labeling, and potential prohibited or restricted imports specific to Hungary, though the provided excerpts do not contain these specifics.

• Media

The social media landscape in Hungary is heavily dominated by Facebook, which held a market share of 96.57% in March 2025. Other platforms like Instagram (1.18%), Pinterest (1.1%), Twitter (0.41%), and YouTube (0.39%) have significantly smaller market shares.

The provided sources do not offer comprehensive information on traditional media consumption in Hungary, such as television and radio viewership. However, the overwhelming prevalence of Facebook indicates that digital channels are a crucial aspect of the media landscape in Hungary and should be a key consideration for marketing and communication strategies.



weird gap.

● Customer Weekly Life

The provided sources do not offer a detailed account of a typical Hungarian customer's weekly life. However, we can infer some aspects relevant to the potential use of screwdrivers.

Given that Hungary has a significant services sector and a notable (though recently contracting) manufacturing sector, a portion of the population is likely engaged in activities that might require screwdrivers, such as:

1. **DIY and Home Maintenance:** Like in many countries, Hungarian homeowners and renters likely engage in small repair and assembly tasks around their homes, for which screwdrivers are essential.
2. **Furniture Assembly:** With the increasing popularity of flat-pack furniture, screwdrivers are a necessary tool for assembly.
3. **Automotive Maintenance:** Car owners might need screwdrivers for basic vehicle maintenance.
4. **Electronics Repair:** Individuals interested in repairing their own electronic devices would require precision screwdrivers.
5. **Industrial and Manufacturing Work:** As noted earlier, the presence of manufacturing industries implies a need for screwdrivers in production lines and maintenance departments.

While the sources don't paint a specific picture of a Hungarian customer's week, the general needs for household maintenance, assembly, and the existence of relevant industries suggest that screwdrivers have a place in their lives, whether for occasional DIY tasks or professional use.

Population

As of early 2025, Hungary's population stands at approximately 9.67 million and is steadily declining. The country faces significant demographic challenges, including an aging population and low birth rates, with a fertility rate of just 1.397. The natural population growth rate is negative, and life expectancy averages around 76 years. Women make up a slightly larger portion of the population. In response to these trends, the government has introduced policies to encourage childbirth and delay retirement. Despite these efforts, projections suggest Hungary's population may decrease by about 400,000 by 2050.

Economic situation

As of 2025, Hungary is facing multiple economic challenges that significantly impact the daily lives of its citizens. According to the Hungarian Central Statistical Office, the average net salary in September 2024 was 359,100 forints (approximately €873), but half of the workforce earns less than this. Although nominal wages grew by 12.5% annually, high inflation continues to erode real purchasing power.

Inflation remains elevated, with the annual rate at 5.6% in February 2024. In the EU context, Hungary lags behind economically. In 2023, per capita consumption was only 70% of the EU average, and per capita GDP was 76%.

Overall, Hungarian citizens face declining real incomes, rising prices, and increasing living costs. While the government is pursuing policy adjustments and foreign investment to improve the economic situation, short-term challenges remain severe.

Transportation

Driving Cars

Widespread Usage: Outside of Budapest, especially in towns and rural areas, driving is the most common mode of transport, particularly where public transit is limited.

Car Ownership: Hungary has approximately 400 – 450 cars per 1,000 people, placing it in the mid-to-high range among Central and Eastern European countries.

Commuting Habits: Many commuters drive into the city, often leading to traffic congestion during peak hours.

Highway System: Hungary has a well-developed highway network, making intercity travel convenient.

Cycling

More Common in Smaller Cities and Towns: Cities like Szeged, Debrecen, and Pécs have well-designed cycling infrastructure.

Growing Bike Culture in Budapest: The capital is promoting green transport and healthy lifestyles, with public bike-sharing services like MOL Bubi available.

Government Support: Investments continue in building bike lanes and improving rider safety.

Car use: Very common, especially among families, commuters, and people traveling between urban and rural areas.

Bicycle use: Less common than in countries like the Netherlands or Denmark, but steadily increasing, especially among students and younger people.

Summary form

What is important to you from the economic analysis?

- Hungary's economy is growing in the services sector, but manufacturing is still very important. ✓
- Tools like screwdrivers are needed in both factories and homes. ✓
- Inflation is high, and many people have low real income, so our products should be priced reasonably. ✓
- Hungary has a strong road system and many car users, which helps with product delivery and logistics. ✓

What is important to you from the cultural analysis?

- Family is very important in Hungary, and people often do home repairs and projects themselves.
- Many people cook at home and value traditional lifestyles, which shows they enjoy hands-on tasks.
- Education levels are high, and people are familiar with quality tools. YES
- Folk art and crafts are popular—this DIY culture supports the use of tools like ours.
- Formal clothing at work shows people care about quality and presentation, which aligns with our brand values.

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

- Families often do small repairs and furniture assembly themselves.
- Workers in factories may need tools for maintenance or production.
- Many people drive or bike, so tools are useful for basic maintenance.
- People involved in crafts or electronics may need precision tools.
- Stanley tools can be marketed as practical, long-lasting gifts, especially for new homeowners or weddings. ✓

Conclusion

Hungary is a promising market for Stanley tools. The country's central location helps with logistics, and its culture values home improvement and quality. Even with current economic challenges, many people still need reliable tools for work, home, and hobbies. With the right pricing and local marketing, Stanley can become a useful and trusted part of everyday life in Hungary.

Reference

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19. https://www.oekonomus.hu/wp-content/uploads/2024/05/005.Hungarian_economy_EN.pdf
20. <https://www.ksh.hu/industry2>

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end notes

International Marketing

Objective 1

Feedback on country choice

GROUP NAME: Kenchana Ding Ding Ding

ORGANIZATION:

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

PRESENTATION START – does it fit with feedback and class review? No - go and check your notes

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? No - not clear or missing
- 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? Choose an item.
- Does this look like a team? Yes - team members support each other and look familiar with the work

Specific notes on presentation content

Animate line by line. Next Caroline will continue the presentation

Geografic? Check the easy stuff Relax the hand – it is like you are holding a gun! Next advantage is . . . Lots of details – but think how to relate to the product.

Try to click and talk, click and talk

Animate in a way that aligns with the flow – so bring in one, two or a block of points depending on what you need.

You only know if a channel is worthwhile using if you know your customer (so have a target)

Just screwdrivers?

Slides are getting a bit busy – keep working on reducing the words

Overtime ding ding ding

International Marketing

Objective 1

Feedback on country choice

Where is Stanley from?

FEEDBACK ON THE REPORT

Overall:

Attractive cover page Yes Table of contents Yes Introduction Yes Objectives Yes Conclusion Yes

Summary feedback on the report:

Please check - I gave this feedback before - Stanley is a US brand. Where are your tools made?

Review the objectives. There should be three: economics, culture and living

Hidden inside the work are some good observations (e.g., about price sensitivity) that coming into focus in the summary form. Think hard about these. You have a market where people are sensitive to price. You have a market where people are knowledgeable about tools. You have a market where people want good quality tools. You have a competitive market.

You identify a series of opportunities in this market -- choose!

90%