

NM's Knives To Norway

Group11

14

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add
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MAESTROWU®

add date

Table of contents

Introduction and Objectives

Economy

- Population
- Economic statistics
- Transportation
- Communication and internet
- Dominant economic activity
- Currency
- Trade restrictions
- Distribution channels
- Media

Culture

- Geographic
- Social institutions
- Political system
- Legal system
- Social organization
- Religion
- Arts
- Living conditions
- Clothing
- Language

Summary and Conclusion

1. Introduction and Objective

This report aims to provide a comprehensive cultural and economic profile of Norway, a country known for its rich natural landscapes, progressive social systems, and high standard of living. The objective is to examine the key aspects that define Norwegian society, ranging from demographics, economic indicators, and transportation infrastructure to its cultural values, social institutions, and daily life practices.

2. The purpose of this report is twofold:

To inform readers about the multifaceted nature of life in Norway—including its population trends, income distribution, communication systems, and dominant economic sectors—thereby painting an accurate picture of the nation's development and societal structure.

To analyze how Norway's culture, language, religion, and lifestyle choices interplay with its economy, social policies, and national identity. Understanding these dynamics is crucial for students, researchers, and professionals seeking to engage with Norway in areas such as education, tourism, business, or cultural exchange.

By combining both economic and cultural perspectives, this report seeks to deliver a holistic view of what makes Norway unique in the global context.

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③

1 ✓
2 ✓
3 ✓
—
3 ✓

CHECK.

Economic

1. Population

Norway has a population of approximately 5.5 million people, making it one of the least densely populated countries in Europe. Population growth has been modest in recent decades, with net immigration playing a key role in sustaining demographic expansion. A significant portion of immigrants come from neighboring European countries, as well as from the Middle East and Asia, contributing to an increasingly multicultural society. The age structure is shifting toward an aging population, with those aged 65 and above accounting for around 17% of the total. This trend is expected to accelerate in the coming years, prompting reforms in healthcare and pension systems. The gender distribution is fairly balanced, with a slight female majority. Geographically, most of the population is concentrated in the southern and southeastern parts of the country, particularly around Oslo, Bergen, Stavanger, and Trondheim. In contrast, northern and inland regions are more sparsely populated, characterized by small communities and large expanses of wilderness. ✓

2. Economic Statistics

Norway boasts a highly developed mixed economy with a strong welfare state. Its Gross National Product (GNP) exceeds USD 530 billion, and its GDP per capita ranks among the highest in the world. The country's wealth stems largely from its abundant natural resources, especially oil and gas, managed through state-owned enterprises such as Equinor. Norway also maintains one of the largest sovereign wealth funds globally—the Government Pension Fund Global—which invests surplus oil revenues and helps ensure long-term economic stability. Median household income is high, supported by robust employment levels and comprehensive public services such as free education and healthcare. Income inequality is among the lowest globally, with a Gini coefficient of around 0.26, reflecting strong redistribution policies. Taxes are relatively high, but Norwegians generally view them as a fair trade-off for the quality of public services received.



3. Transportation

Norway's transportation infrastructure is modern and efficient, tailored to the country's unique geography of fjords, mountains, and scattered settlements. Urban centers such as Oslo, Bergen, and Trondheim feature well-integrated public transport systems, including electric buses, trams, metros, and trains. Oslo has notably electrified its entire public transit fleet, making it a global leader in sustainable urban mobility. In rural and remote regions, transportation is more challenging and often relies on regional airports, ferries, and long-distance buses. Norway has also invested heavily in its highway and tunnel systems to connect isolated areas, including the world's longest road tunnel, the Lærdal Tunnel. Additionally, the country is a pioneer in the use of electric vehicles (EVs), with more than 80% of new cars sold being electric, supported by extensive charging infrastructure and generous government incentives.

What are the sources of information

4. Communication and Internet

Norway ranks among the most digitally advanced nations globally, with internet penetration exceeding 97% and broadband coverage available to nearly all households. High-speed mobile networks, including widespread 4G and expanding 5G coverage, ensure reliable access even in rural areas. Major telecom providers such as Telenor and Telia offer competitive services, and the government actively supports digital infrastructure through public-private partnerships. The widespread availability of digital tools has transformed everyday life—from online banking and e-health services to e-government platforms that allow residents to file taxes and manage documentation with ease. Digital literacy is high across age groups, and digital inclusion policies ensure that elderly and rural populations are not left behind. Norway's communication infrastructure is also highly secure and resilient, reflecting the country's emphasis on cybersecurity and data privacy.

Use foot notes or end notes

5. Dominant Economic Activity

The Norwegian economy is highly diversified, although the energy sector continues to play a dominant role. The country is one of the world's leading exporters of oil and natural gas, primarily through offshore drilling in the North Sea. However, Norway has also invested in renewable energy sources such as hydropower, which already accounts for over 90% of its domestic electricity production. In addition to energy, Norway's maritime sector is significant, with strengths in shipping, shipbuilding, and offshore engineering. The fisheries industry is another key pillar, with Norway being one of the largest seafood exporters in the world, especially in salmon farming. The service sector accounts for over 70% of GDP and includes finance, education, health care, tourism, and ICT (Information and Communication Technology). Norway is also home to a growing startup ecosystem, particularly in clean technology and digital innovation.

6. Currency

The national currency of Norway is the Norwegian Krone (NOK), which is managed by Norges Bank, the country's central bank. Norway does not use the euro, as it is not a member of the European Union, although it participates in the European Economic Area (EEA). The Krone is a free-floating currency, and its value is influenced by global oil prices, interest rates, and market demand. In recent years, the exchange rate has averaged around 10 to 11 NOK per USD, though it can fluctuate with economic and geopolitical conditions. Norges Bank actively monitors inflation and uses monetary policy tools, such as interest rate adjustments, to maintain financial stability. The Krone is considered a relatively stable currency, supported by Norway's strong fiscal position and prudent management of oil revenues through its sovereign wealth fund.

P. X

7. Trade Restrictions

As a member of the European Economic Area, Norway enjoys tariff-free trade with EU countries for most goods and services. However, agriculture and fisheries are notable exceptions, where protective tariffs and quotas are still applied to support local production. Norway has also entered into various bilateral and multilateral trade agreements to access markets beyond Europe, including with countries in Asia and the Americas. While it generally maintains an open trade policy, certain strategic sectors—such as defense and energy infrastructure—are subject to government regulation and export controls. Sanctions and embargoes are also applied in alignment with the EU and UN policies, particularly concerning countries under international scrutiny. Norway adheres to international standards in safety, labor, and environmental compliance, ensuring that its products remain competitive and compliant in global markets.

8. Distribution Channels

The Norwegian distribution system is characterized by a mix of large retail chains and smaller, independent outlets. Major retailers like Coop, Rema 1000, and NorgesGruppen dominate the grocery and consumer goods market, operating through a combination of hypermarkets, supermarkets, and discount stores. E-commerce is growing rapidly, especially in electronics, apparel, and home goods, with platforms such as Komplet.no and global giants like Amazon entering the market. Markup rates vary but are generally moderate, reflecting a competitive market with high operating costs, including labor and logistics. Payment habits in Norway are highly digitalized: over 95% of transactions are made via debit or credit card, and mobile payment systems like Vipps have become ubiquitous. Cash usage is minimal, and some establishments do not accept it at all. Norway is a pull market, where consumer demand and brand perception drive supply chains. Middlemen and wholesalers play a limited role due to the country's preference for direct manufacturer-to-retailer relationships and lean supply models.

Figures 1-6? Figure 1

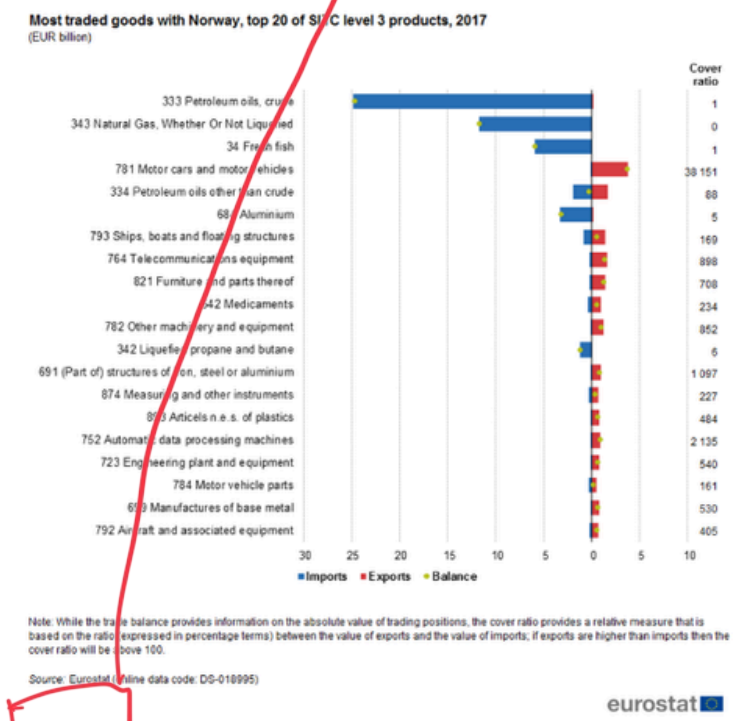


Figure 7: Most traded goods with Norway, top 20 of SITC level 3 products, 2017 (EUR billion)
Source: Eurostat DS-018995

A SNAPSHOT OF THE EUROPEAN FREE TRADE ASSOCIATION

The European Free Trade Association consists of Iceland, Liechtenstein, Norway and Switzerland. All have been WTO members since 1995.

POPULATION (2016)	
ICELAND 332.5 THOUSAND Global ranking: 175	LIECHTENSTEIN 37.6 THOUSAND Global ranking: 208
NORWAY 5.2 MILLION Global ranking: 117	SWITZERLAND 8.3 MILLION Global ranking: 98

GDP PER CAPITA (2015)	
ICELAND \$50,173 Global ranking: 12	LIECHTENSTEIN \$90,318 Global ranking: NA
NORWAY \$74,735 Global ranking: 4	SWITZERLAND \$80,215 Global ranking: 2

HUMAN CAPITAL INDEX	
ICELAND 20 Overall score: 79.7	LIECHTENSTEIN — Overall score: —
NORWAY 2 Overall score: 84.6	SWITZERLAND 3 Overall score: 84.6

MEDIAN AGE	ICELAND	LIECHTENSTEIN	NORWAY	SWITZERLAND
	36	41	39	42

	TARIFFS (2016)			
	Applied average	Trade-weighted average		
	Agriculture	Non-agriculture	Agriculture	Non-agriculture
ICELAND	24.4%	1.4%	19.1%	1.2%
LIECHTENSTEIN	NA	NA	NA	NA
NORWAY	39.9%	0.5%	28.1%	0.4%
SWITZERLAND	34.2%	1.7%	29.8%	0.7%

Source: World Bank, United Nations, IMF, World Economic Database, WTO, Eurostat/Statistik

9. Media

Norway's media landscape is diverse, technologically advanced, and highly trusted by the public. Digital platforms dominate media consumption, with over 90% of Norwegians using the internet daily. Traditional media such as newspapers and television still exist but have shifted primarily to online formats. Leading news outlets like Aftenposten, NRK, and VG have robust digital presences, providing real-time news and multimedia content. Social media usage is widespread, with a penetration rate of over 80%. Facebook, Instagram, TikTok, and Snapchat are particularly popular among younger users, while older demographics tend to rely more on digital newspapers and national TV channels. The government supports independent journalism and provides subsidies to ensure pluralism and access to information across regions. Digital advertising and influencer marketing are now integral to brand communication, making online media channels essential for businesses and public campaigns.

JK.

Culture

1. Geography

Norway is located in **Northern Europe** and is part of the Scandinavian Peninsula. Its capital is **Oslo**. To the east, it borders Sweden, and to the north, it shares borders with Finland and Russia. Norway has a winding coastline and is famous for its stunning **fjord landscapes**.

Norway's climate is **highly variable** due to its geographical location and terrain. The western coastal areas have a mild and rainy oceanic climate, while the inland and northern regions experience a continental climate. One unique phenomenon in the **high-latitude areas is the Midnight Sun**, which is truly a special experience.



2. Social Institutions

In Norway, parents **share responsibilities** for childcare and household duties. Notably, the government strongly **supports parental leave** and actively encourages fathers to take part in child-rearing. Most Norwegian families are **nuclear families**, typically consisting of parents and their children. Marriage rates have been declining, while divorce rates are relatively high in recent years. Additionally, same-sex marriage was legalized in Norway in 2009, and same-sex couples have equal rights under the law.

In terms of education, one of the most distinctive features is **Norway's free compulsory education system**. Schooling is almost entirely **free for students aged 6 to 16**. Government funding ensures that students have access to high-quality education. For example, the University of Oslo is among the world's well-known universities.

3.Political system

Norway is a constitutional monarchy with a parliamentary system based on the separation of powers. The King holds no real executive power and serves as a symbolic figurehead. The **actual head of government is the Prime Minister**, who is appointed from the majority party or a coalition. The Prime Minister appoints cabinet ministers to lead various departments and implement policies.

It places great importance on the rule of law and human rights, and it is considered **one of the most democratic countries in the world**. In the 2024 Democracy Index, Norway was ranked first globally.

The Norwegian government is highly stable. Political parties tend to cooperate well, and coalition governments help ensure continuity in policymaking. Public trust in the government is also remarkably high. With its abundant natural resources and strong welfare system, Norway has maintained a stable and prosperous society.

4.Legal system

Norway follows the **civil law system**, with the Constitution of the Kingdom of Norway as its foundation. Laws are primarily enacted by the Parliament, and the legal system is independent and transparent. It has a three-tier court system that safeguards citizens' rights and ensures judicial fairness.

Unlike the common law system, which relies heavily on case precedents, the European civil law system—such as Norway’s—is **based mainly on codified statutes**. Norway is a highly law-governed society where the government ensures fair distribution of resources, and people have strong trust in the legal system and the government.

COMMON LAW	CIVIL LAW
uncodified	codified
judicial precedents are binding	judicial precedents are not binding (or at least not so much)
main sources of the law: (1)case-law more than legislation; (2)custom + practice	main source of the law: legislation/constitution

5.Social Organization

Norway is a society that leans toward **Individual Society** and **Multiculturalism**. Norwegians place a strong emphasis on personal freedom and independence. Children are taught to make their own decisions, and **individual opinions are respected**. The country’s welfare system also supports individual needs, such as for single people or young adults living independently.

As immigration increases, Norwegian society has become more diverse, with a growing number of immigrants from countries like Poland and Iraq. The government promotes **cultural inclusion policies** to encourage equality and acceptance, while also allowing minority groups to maintain their own traditions.

1. Religion in Norway

Dominant Religion

The dominant religion in Norway is Christianity, particularly the Evangelical Lutheran Church.

The Church of Norway was historically the state church, and even today, around 65–70% of Norwegians are registered members.

Role of Religion in Daily Life

Although a large portion of the population is officially part of the Church of Norway, religion plays a limited role in most Norwegians' daily lives.

Norway is considered a highly secular country.

Religious ceremonies such as baptisms, weddings, and funerals are still culturally significant, and many people choose to hold them in churches.



2. Arts in Norway

Dominant Types of Art

Visual Arts: Norway is known for its strong tradition in painting and sculpture. The most famous Norwegian artist is Edvard Munch, known worldwide for *The Scream*. Modern art and photography are also widely appreciated.

Music: Norway has a rich musical heritage, including:

Classical music, with composers like Edvard Grieg

Folk music, often played with traditional instruments like the Hardanger fiddle

Contemporary music, including pop, jazz, electronic music, and a globally known black metal scene

Literature: Norway has produced internationally famous writers such as:

Henrik Ibsen, a major playwright

Knut Hamsun, a Nobel Prize-winning novelist

Architecture & Design: Modern Norwegian architecture blends simplicity with nature. Sustainable design is a big focus.

Folk Art: Traditional crafts like woodcarving, embroidery, and the use of the Bunad (traditional costume) remain important during national celebrations.



3. Clothing in Norway

At Home (Casual Wear):

Norwegians usually dress in comfortable, practical clothing at home.

Common items include jeans, sweaters, t-shirts, sweatpants, and wool socks—especially during colder months.

Due to the cold climate, layering is common, and many people wear woolen or thermal underclothes in winter.

In warmer months, people wear light clothing such as shorts, t-shirts, or summer dresses.

At Work (Professional Wear):

Work attire in Norway is generally smart-casual to business-casual, depending on the job.

In offices, people wear blouses, shirts, chinos, smart jeans, sweaters, and sometimes blazers.

Formal suits and ties are rare unless there is a special occasion or meeting.

There is a strong focus on comfort and functionality, even in professional environments.

In more physical jobs (e.g., construction, healthcare), uniforms or work-specific clothing are worn, often provided by the employer.

4. Living Conditions in Norway

Diet and Nutrition

The Norwegian diet is generally balanced and nutritious, influenced by both traditional foods and modern health trends.

Fish (especially salmon, cod, and herring) plays a major role in the national diet, thanks to Norway's long coastline.

Norwegians also consume whole grains, dairy (especially cheese and yogurt), root vegetables, and seasonal fruits.

think!

Typical Meals

Breakfast (frokost): Often light, with bread, cheese, cold cuts, yogurt, fruit, and coffee.

Lunch (lunsj): Usually a cold meal, such as open-faced sandwiches (smørbrød) with various toppings.

Dinner (middag): The main hot meal, eaten in the late afternoon or early evening. Common dishes include:

Salmon or cod with potatoes and vegetables

Meatballs (kjøttkaker) with gravy

Stews or soups with seasonal ingredients

Snacks: Fruit, yogurt, or pastries. Coffee is often consumed throughout the day.



Type of Housing

Most Norwegians live in well-built, modern housing, with high standards of insulation and energy efficiency due to the cold climate. like: Detached houses (common in rural and suburban areas)

Apartments/flats (common in cities like Oslo and Bergen)

Row houses (terraced housing is also popular)

Many homes have wooden elements and large windows to bring in natural light.

5. Language in Norway

Spoken & Written Languages

Official Languages:

Norwegian is the main official language of Norway and is spoken by the vast majority of the population.

There are two official written forms of Norwegian:

Bokmål – used by about 85–90% of Norwegians

Nynorsk – used by around 10–15%, mainly in western and rural areas

Both forms are taught in schools and used in government and media.

Minority & Indigenous Languages:

Sami languages (like Northern Sami) are recognized indigenous languages, spoken by the Sami people in northern Norway.

Sami has official status in some northern municipalities and is protected by law.

Other minority languages include Kven and Romani.

Foreign Languages:

English is widely spoken and understood, especially among younger people.

Many Norwegians are fluent in English, and it's taught from an early age in schools.

German, French, and Spanish are also offered as foreign languages in the school system.

Summary and Conclusion

(Form) ? where is this ?

Norway's natural environment—from its dramatic fjords to its northern light phenomena—not only defines its tourism appeal but also influences lifestyle and housing design. The country's social institutions reflect a commitment to egalitarian values, with robust welfare programs supporting parental leave, education, and gender equality. The family unit, typically nuclear, is supported by laws and norms that prioritize shared responsibilities and inclusiveness, including legal recognition of same-sex partnerships.

While Christianity remains the most represented religion on record, Norway has undergone significant secularization, with religion now serving more of a cultural than spiritual role in society. This shift is reflected in its educational curriculum and public policy, where ethical reasoning is emphasized over religious doctrine. Culturally, Norway demonstrates a strong dedication to both heritage and innovation. From the enduring influence of Edvard Munch and Henrik Ibsen to modern architecture and music, the country promotes artistic expression across all levels of society. Government support ensures art is accessible and integrated into both education and urban life. Notably, traditional crafts and celebrations are preserved with pride, especially during national holidays like Constitution Day.

Norwegians enjoy a healthy and balanced lifestyle, centered around fresh local ingredients, particularly seafood, and modern dietary awareness. Living conditions are characterized by modern, energy-efficient housing with high ownership rates, reflecting both economic stability and environmental values. Clothing choices and workwear mirror the national focus on practicality, comfort, and climate adaptability.

Language serves as both a marker of identity and inclusion. With two official written forms of Norwegian, and broad acceptance of dialects, the country embraces linguistic diversity. Minority languages, such as Sami, are legally protected, and English is widely spoken—making Norway both locally grounded and globally connected.

→ Connection to knives

Final Reflection

In sum, Norway represents a model of a socially conscious and culturally vibrant nation. It effectively balances modernity and tradition, individual rights and collective responsibility, local identity and global openness. These characteristics are not only evident in its policies and practices but are deeply embedded in the daily lives of its citizens.

For anyone aiming to collaborate with, study in, or expand into Norway—be it academically, culturally, or commercially—understanding these foundational aspects is essential. The Norwegian model underscores how a nation can preserve cultural heritage while progressing forward with inclusion, sustainability, and human development at its core.

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International Marketing

Objective 1

Feedback on country choice

GROUP NAME: Very Guilty

ORGANIZATION:

Report received? Yes All peer reviews? No PPT ready? No

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? No - not clear or missing
- Is there animation? No
- Is the style consistent e.g., are font sizes the same through the presentation? Choose an item.
- Do team members listen to each other? What is going on? Where is my 'phone? Is it over? Who cares?
- Does this look like a team? Maybe . . . mixed signals about knowledge and group cohesion

Specific notes on presentation content

We had a presentation however it did not follow the brief.

FEEDBACK ON THE REPORT

Overall:

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

Summary feedback on the report:

Life is not so hard for students who focus. If we go to my website let us look at the brief:

https://stanworth.site/classes/ncue_im/im_resources/ncue_international_marketing_ii.pdf

1.0 "The objective is to report a cultural, and economic analysis of your target country as well as the lifestyle of customers. "

International Marketing

Objective 1

Feedback on country choice

2.1 You should prepare a report – maximum 10 pages plus the form

The report should: • Have a professional looking cover page • Include a brief table of contents • Have an introduction • State your objectives • Show your findings for the cultural and economic analysis • Include the form shown in Appendix 3

Table of contents - what is missing?

The report covers much detail about Norway. Separate the introduction and the objectives. This start has good potential.

Think . . . why are we writing the report? You want to understand the market in Norway and how it connects to KNIVES

Where in the conclusion is there anything about food and knives?

Your work highlights eating habits in Norway. Think about this. Think, too, about who might prepare food. This will then help you understand segments and so a target.

Your group could do very well in our class. I know I may not be the best teacher. I know it is tough in English. There are, though, lots of opportunities to learn here. Grasp them and show me your better selves.

80%

You are lucky with the grade given the lack of focus and delays in giving me the documents.