

**Ja ba ba**

### **Presentation**

Good start – I like the speed  
... and I am Justin

Try not to change presenters too often – Justin I would present a bit more

Steel from cannon balls – (that would be even older) check

Stories at the start here would work well with some complimentary pictures on the screen

So that is about all I want to say about . . . Now John will continue the presentation

densely . . . check lower or upper case letters needed here?

These graphs are fantastically ugly :( I need superman eyes to read them – they are so small. (1) make graphs big enough to see (2) introduce them (axis) (3) explain what the graph tell us (4) for an English presentation these need to be in English

Animate animate

So many people choose to cook at home [yes good] – so keep following up on this idea

Does the customer want an “art” work – or if they do in what sense of “art” – this is getting more interesting as you go further

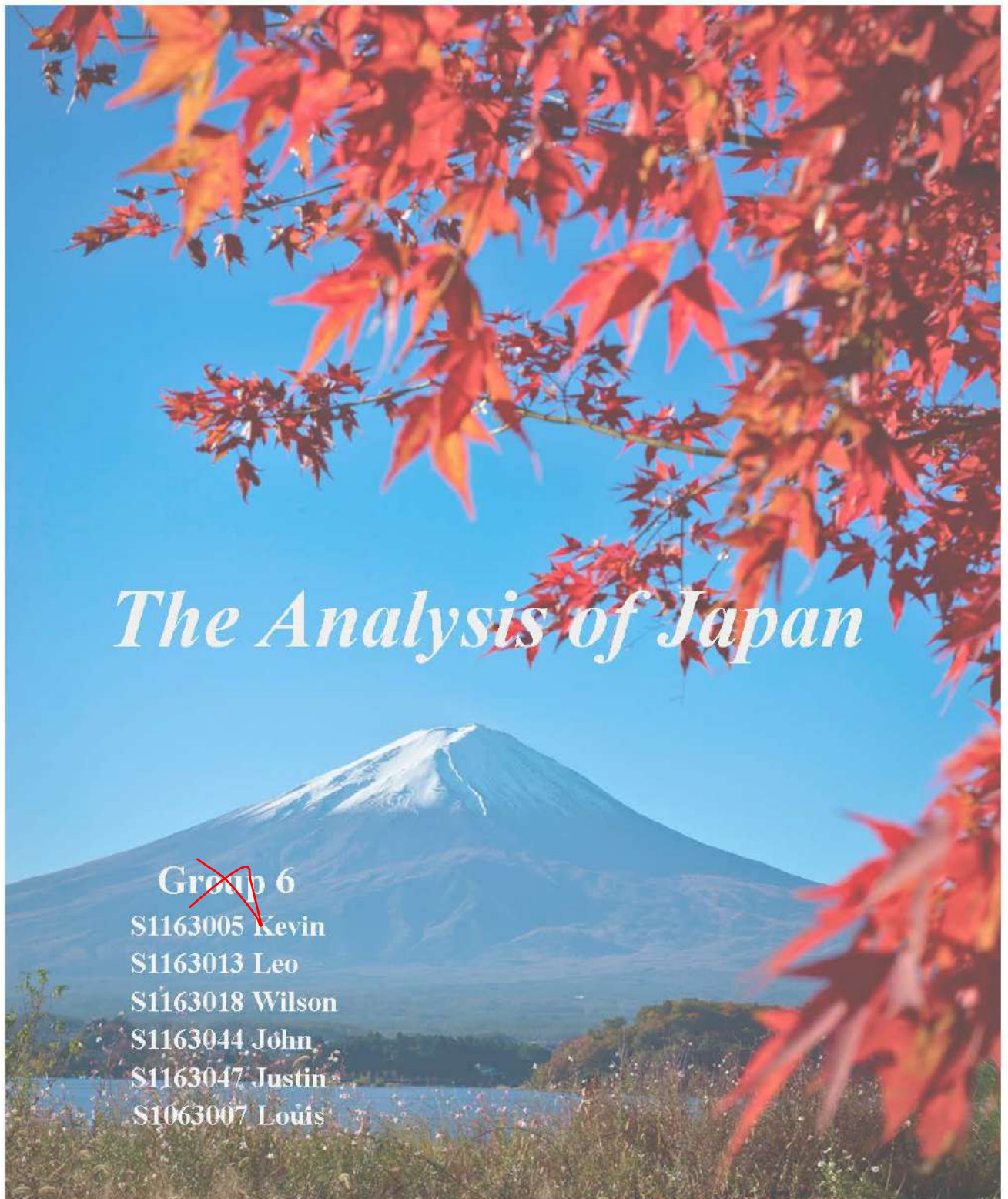
Please practice together to hit the target time

Hm I’m hearing bushido (yes) – samurai sword you are thinking to make this?

### **Report**

There is much that is good in this report. There is much effort in the writing – well done. You have also made a solid effort with presentation – however there is more to do (as you will see this week). The structure is clear. Think about your summary – economically – what have you learned about Japanese consumers’ ability to buy this type of product? (“Can they afford it”?) Culturally you are start to connect with *use* (e.g., at home) and design preferences (e.g., art). However, you also need to think about Japanese knife / sword heritage and how your product relates to that. This will be critical for your emerging marketing strategy.

90%



# *The Analysis of Japan*

~~Group 6~~

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Add date

International Marketing /  
Professor Stanworth

~~X~~

# Agenda

Use Word to insert this to make it look professional

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## Introduction

MAESTRO WU Jinheli steel knife is famous for its blade made of steel from cannonballs during the Second Taiwan Strait Crisis. Master Wu insists on making knives by hand, and he also combines Japanese industrial techniques to improve the quality of knives. MAESTRO WU produces many kinds of knives, in addition, it also offers the custom-made service for those who have special needs.

Good start - what is the source of the information?

Good

## Objectives

The main objective is to better know our target market, Japan.

- I. Imagine a day in the life of a Japanese household.
- II. Through the analysis of the economy, taking relevant information to connect with our marketing strategies.
- III. Through the analysis of Japanese culture, seeking the way that can fuse our brand spirit into it. Probably product more than brand - at this stage
- IV. Making a conclusion and giving some points of view on how to sell our product to Japan.

## A day in the life of a Japanese household

Yuki is a Japanese household that has a son. On holiday, Yuki wakes up early and starts to prepare breakfast, using the paring knife to peel away the outer layer of radish and then slicing it with a kitchen knife to make soup. After the meal, Yuki takes her kid to Ninja Village, watching a performance in which the master cuts a row of bamboo with a sharp Samurai sword. At lunchtime, they decide to have some sashimi. Yuki's son can't take his eyes off the professional man fluently cutting the plump meat of salmon. Both Yuki and her son leave the restaurant on full stomach, they pass by a shop that has a big title, MAESTRO WU Jinheli steel knife, with a smile and in a happy mood on their way home.

Good direction

cutting the plump salmon

## Economy

### Population Dominant

Japan has become the eleventh most populous country in the world, but it still has many problems such as Sub-replacement fertility, an aging society, and a high-density population environment. By 2023, Japan has experienced negative population growth for fourteen consecutive years. This is also reflected in Japan's demographic structure. The infant population accounts for 11.5%, young adults account for 58.4% and the elderly population accounts for 30.1%.

If these demographic problems continue to worsen, they will cause huge damage to Japan's economy and labor environment. Prime Minister Kishida Fumio says "Japan is on the brink of whether we can continue to function as a society. It is the last chance to reverse fertility decline by the 2030s now". Hence, the Japanese government launched a series of measures to encourage fertility. At the same time, AI technology is also used to contend with

the aging society. Japan's reactions to population are desired to similar countries with these problems such as Korea and Taiwan.

Needed? So tiny they cannot be read.  
 Figure needs title  
 Figure needs reference in the writing

Figure 1

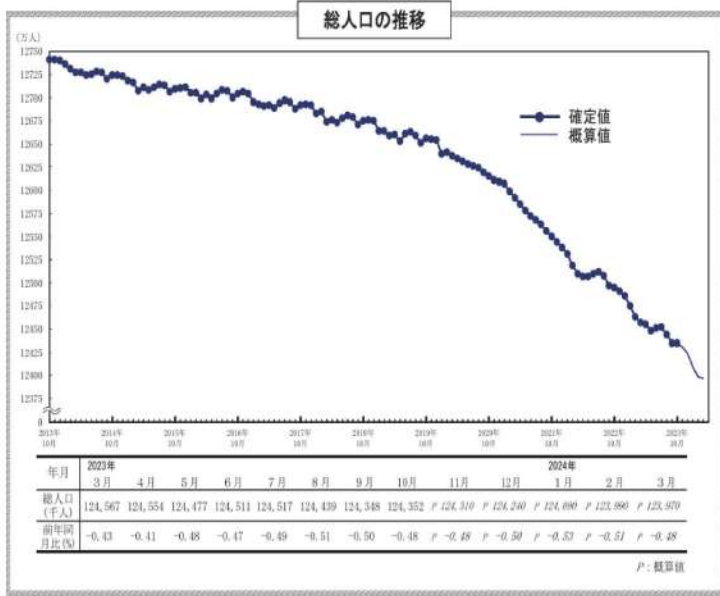
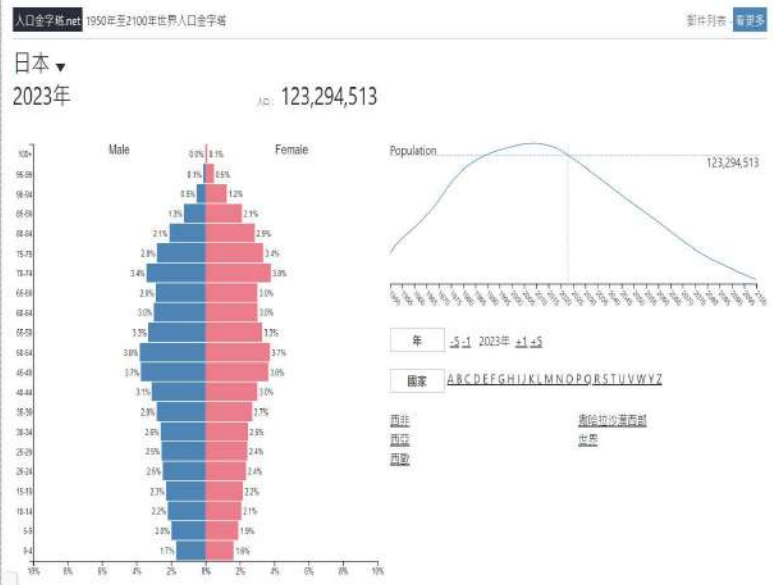
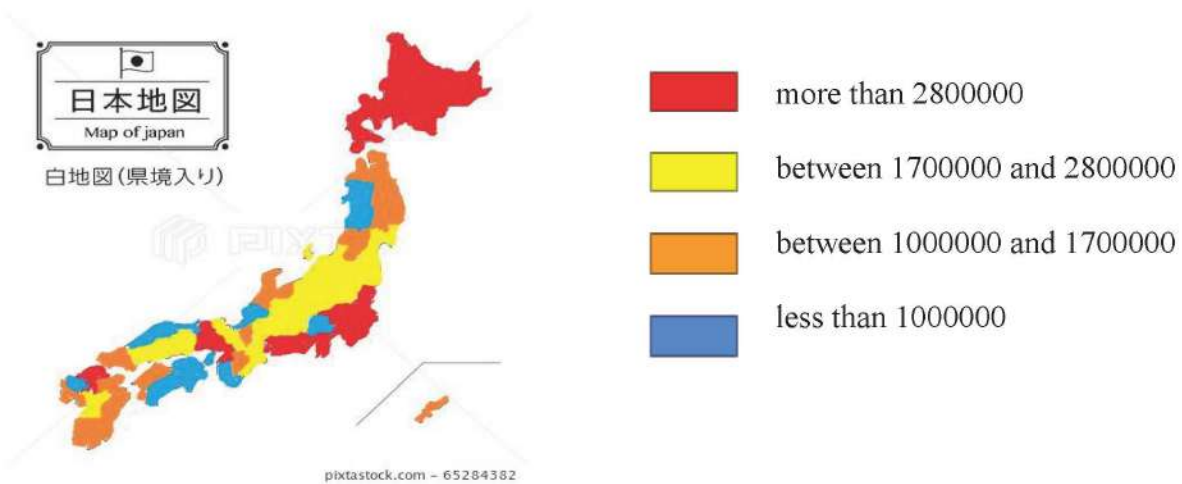


Figure 2



The main island of Japan is divided into four parts: “Hokkaido, Honshu, Shikoku, and Kyushu”. Through statistics and Figure 3, we can see that most of the population is concentrated in the Pacific coast and the three major metropolitan areas of Tokyo, Osaka, and Nagoya have the most. It leads to uneven distribution of population and other regions' populations want to move to the main city. good direction

Figure 3



- more than 2800000
- between 1700000 and 2800000
- between 1000000 and 1700000
- less than 1000000

Our group assumes that Japan is surrounded by the sea and is rich in fishery products. It handles sashimi and other ingredients very carefully, so we can export Wu's knives to meet the demand.

Figure1. Retrieved from <https://www.stat.go.jp/data/topics/index.html>

Figure2. Retrieved from <https://www.populationpyramid.net/japan/2023/>

Figure3. Retrieved from draw it ourselves

<https://reurl.cc/F4q9Rk>

<https://reurl.cc/F4q9XR>

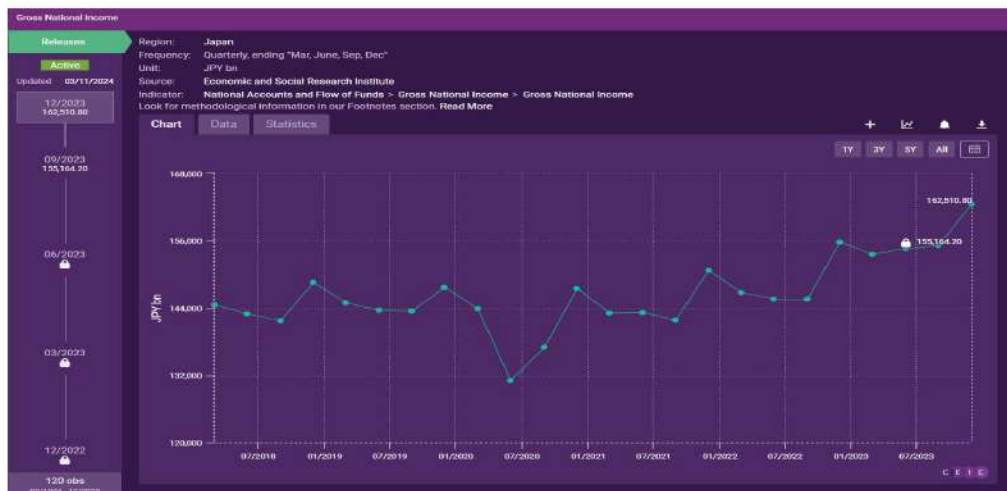
Ministry of Internal Affairs and Communications <https://www.homemate.co.jp/research/population/all/>

Figure source add to figure - not separate  
Figure 3 must have source data?

### Economic statistics

Gross national product (GNP) is an estimate of the total value of all the final products and services turned out in a given period by the means of production owned by a country's residents. It is also important to note that gross national product measures the output of a country's residents, regardless of where the actual underlying economic activity is located.

Figure 4



Japan's income per capita was the highest in 2012, but has continued to decline in recent years due to factors such as inflation.



Figure 5



## International Marketing

The wealth gap in Japan is relatively small compared to other countries because the domestic social welfare facilities are sound. However, due to the aging population, a large part of the assets are concentrated in the hands of the elderly. How to distribute wealth more evenly and distribute social benefits to those in need is a current difficulty for the Japanese government.

Yes - elderly rich and dominant

## Trade restrictions

Taiwan has signed many trade treaties with Japan, such as the FTA. However, the Japanese team still has certain regulations on importing dangerous goods such as knives. Japan's average applicable tariff is one of the lowest in the world. What type of knives are "dangerous"?

Hence, our group assumes that we can export Maestro Wu knives to Japan for two reasons. One is lower tariffs. The other reason is Taiwan is near Japan. Near means?

Value of imports from Taiwan to Japan from 2011 to 2021  
(in trillion Japanese yen)

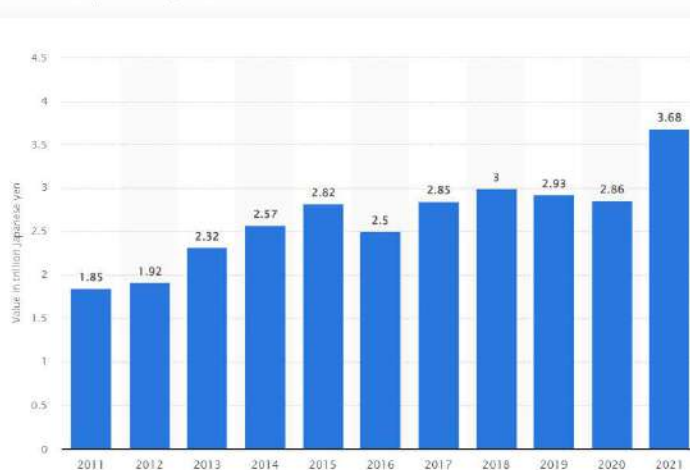


Figure 6

CEIC's data <https://insights.ceicdata.com/Name-your-insight/views>  
<https://www.investopedia.com/terms/g/gnp.asp> The INVESTOPEDIA, Reviewed by Robert C. Kelly  
OOSGA Oct. 21, 2023 <https://zh.oosga.com/briefings/jpn-trade-policies/>  
Value of imports from Taiwan to Japan from 2011 to 2021  
<https://www.statista.com/statistics/649713/japan-import-value-from-taiwan/>

## Media

Primary media platforms in Japan are grappling with dwindling viewership and revenue as media consumption habits evolve. Despite boasting a population of over 123 million and significant wealth, the country contends with the challenges of an aging demographic.

Good As seen in figure 6. The leading social media platforms in Japan for 2022 include LINE and YouTube, both of which, despite not being exclusively social media platforms, boast immense popularity in the country and offer numerous social functionalities. Following these are the 'big 3' of the social networking scene: Twitter, Instagram, and Facebook, with TikTok emerging as a formidable competitor. Lastly, we mention niche platforms such as Pinterest and LinkedIn, which failed to gain significant traction in Japan. We consider using popular social media. Is a good way to help us sell our knives.

Figure 7

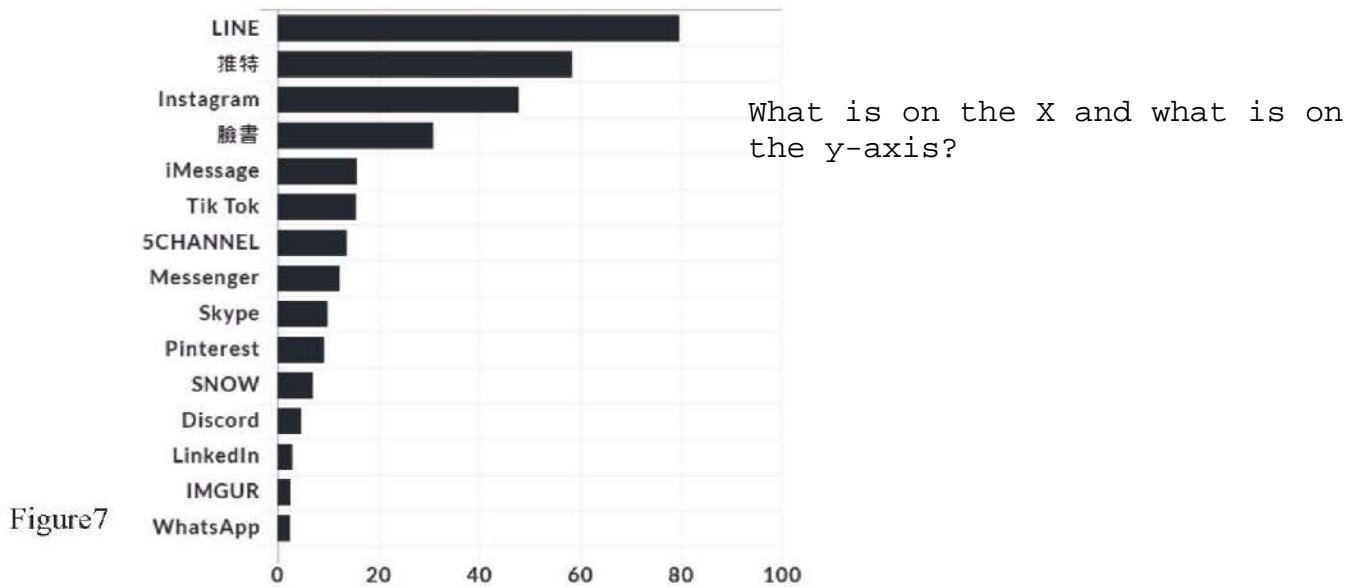


Figure7

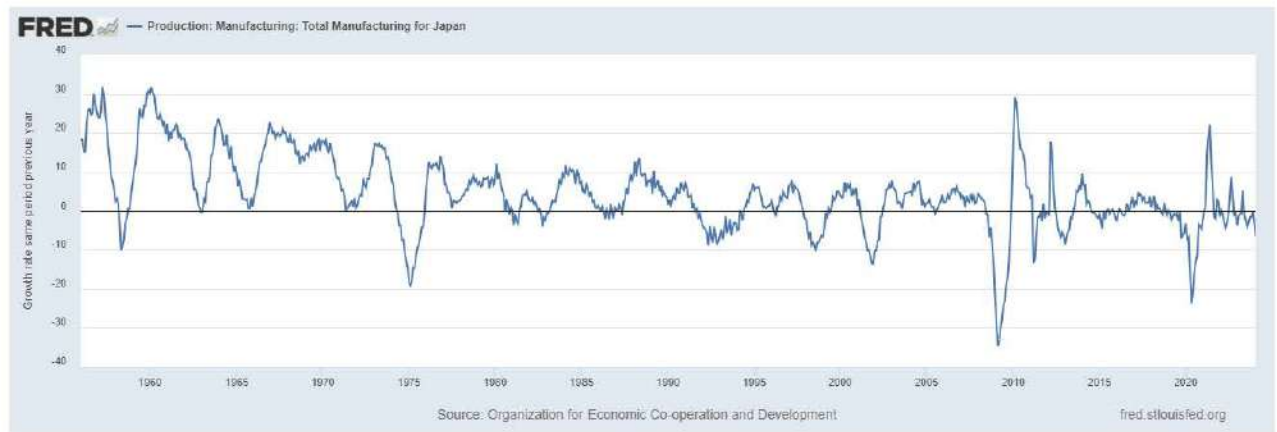
OOSGA 日本社群媒體現況:2023年社群平台發展趨勢、用戶分佈數據 <https://risu.io/BWkXz>

## Dominant economic activity

Japan's dominant economic activities include both manufacturing and services. In manufacturing, Japan is known for its automotive industry, electronics, and precision machinery. In services, sectors like finance, healthcare, and tourism play significant roles. One of Japan's dominant activities related to knives is the traditional craft of Japanese sword making" involving meticulous forging and shaping of steel to create high-quality swords such as katana, wakizashi, and tanto. Japan is also renowned for its culinary knives, including the iconic Santoku and Gyuto knives, crafted with precision and revered by chefs worldwide. We can blend the best of Japanese and Taiwanese knives to create a flawless knife. Competition!

FRED Economic Research: <https://fred.stlouisfed.org/series/JPNPRMNT001GYSAM#>

Figure 8





## Cultural

### Geographic

Japan is a country in North-east Asia, and its territories consist of plenty of islands. Located near the Pacific Ocean and famous for its product durability, Japan takes advantage to thrive in trading. In 2022, Japan exported 728 billion dollars and imported 819 billion dollars. According to OEC research, Japan was the third largest economy country, and the fourth largest export and import country in the world.

There are many countries around Japan. From Figure 1, we can see Russia, North Korea, South Korea, China, and Taiwan. And none of these countries connect directly to Japanese territory. This leads to prosperity in shipping and air freight.

Our group assumes that we can export Maestro Wu knives to Japan for two reasons. The first reason is that Japan is thriving in trading. We also can export to other countries through Japan. The other reason is Japan is not far from Taiwan. It is easier to export to Japan and can lower costs.

Repeat

Figure 9



Bring words beside the picture

OEC research(2022). Retrieved from: <https://oec.world/en/profile/country/jpn>

Figure 9. Retrieved from: <https://www.britannica.com/place/Japan>

### Living conditions

It is expensive to eat out in Japan. It usually costs at least 2,000 yen to eat a meal. If you are dining in the evening, it is even more expensive. Therefore, people (especially those who live in Japan) prefer to cook themselves instead of dining out. When people are cooking, they always need a knife to cut vegetables or meat. Besides, many Japanese choose to live alone. The research estimated in 2020 shows that there are 21,151,042 units, approximately 38% living alone in Japan, and the rate is even rising dramatically nowadays. In other words, there

Good - this is starting to connect with Japanese reality

International Marketing

are more and more single-room apartments in today’s Japan. And knives are the necessities of every family.

To follow the trend, we assume that the demand for knives would rise. Many of the Japanese not only prefer to cook themselves but live on their own. Since Maestro Wu offers a variety of knives, people can find the one that meets their needs.

Food expenses for travel in Japan. Retrieved from: <https://matcha-jp.com/en/2532>  
 The rise of Japan’s ‘super solo’ culture. Retrieved from: <https://www.bbc.com/worklife/>  
 The data of living alone, 2020. Retrieved from: <https://zh.en.nikkei.com/>

Language

There are three character styles in the Japanese writing system: kanji (Chinese characters), hiragana, and katakana. Figure 2 shows that both hiragana and katakana have 46 characters each. Each character consists of a Vowel(a, i, u, e, o) and a consonant(k, s, t, n, h, n, y, r, w).

	わ行	ら行	や行	ま行	は行	な行	た行	さ行	か行	あ行	
	w	r	y	m	h	n	t	s	k	a	
ん n	わ wa	ら ra	や ya	ま ma	は ha	な na	た ta	さ sa	か ka	あ a	あ段
		り ri		み mi	ひ hi	に ni	ち chi	し shi	き ki	い i	い段
		る ru	ゆ yu	む mu	ふ fu	ぬ nu	つ tsu	す su	く ku	う u	う段
		れ re		め me	へ he	ね ne	て te	せ se	け ke	え e	え段
		を wo	ろ ro	よ yo	も mo	ほ ho	の no	と to	そ so	こ ko	お o

Figure 10

Japanese language. Retrieved from: <https://www.japan-guide.com/e/e621.html>

Figure 10. Retrieved from: <https://tw.news.yahoo.com/>

Figure 11

Social institution

Modern kitchens in Japan usually face the living room or dining room, with an open-plan design. Not only allows family members to contact each other easily but also makes space planning more efficient. On the other hand, the utilities like knives, spoons, pans...etc, could also be seen from every corner of the house. At this point, the arrangement of these tools could be very important.

Good - I like the writing

As you can see, In the middle of Figure 1 is a dining table, and the bar counter is on its left side. The distance between the kitchen and the dining room is very short.

Imagine that once you finish your work and go back home, meanwhile you take a glimpse and see the nice-looking Maestro Wu knife hanging on the kitchen wall, you may feel a sense of





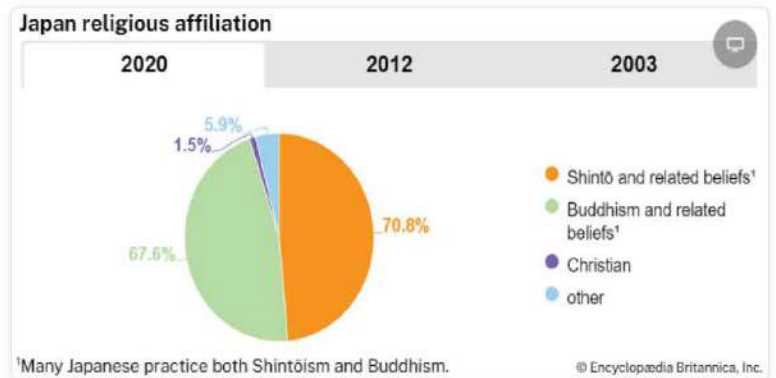
happiness and be willing to use it to make your own dinner. Our group assumed that, if we could make a nice-looking knife and put it inside the kitchen, It could be not only a tool but also a perfect artwork for every user at home.

## Religion

In about 538, Buddhism was promoted in Korea and China. After an initial period of resistance on the part of Shintō priestly families, Buddhism gradually captured the Japanese. From then on, Buddhism and Shintō began spreading widely, and became the most representative religion in Japan.

According to Figure 2, most Japanese people believe in Buddhism(67.6%) and Shintō(70.8%).

Figure 12



## Arts 1: Ukiyoe

Ukiyoe is a representative type of art in Japan. It has developed prosperously during the 1600s to 1800s. The main themes include the actor or actress from Kabuki, historical themes, folk tales... etc. In ancient times, a large majority of rich people put these artworks in their own houses as decoration. Different kinds of Ukiyoe can have different symbols, such as wealth, prosperity, and joy.

Figure 13



Figure 3 is one of the most popular Ukiyoe called The Great Wave of Kanagawa. In the picture, we can see the waves crashing against the fish boat in the ocean, which depicts the resilience of the fishman on the boat.

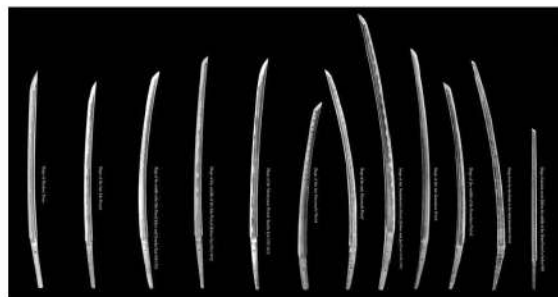
Based on the glorious history of this type of art, our group suggests that we could engrave these works of art on Maestro Wu knives. In order to spread our ideas and also give a tribute to their culture. Interesting adirection



## Art 2: Japanese Sword

Another art worth mentioning in Japan is the Japanese sword. With a rich and lengthy history (more than 3000 years), Japanese swords can be categorized into five periods: Jokoto, Koto, Shinto, Shinshinto, and Gendaito. In the Kofun Period and the Nara Period, it was usually used for ceremonial purposes. On the other hand, many swords were imported from China and introduced their technology through Korea. After a few centuries, Japanese swords made significant progress in improving the imported steelworking techniques. Since then, the swords began to be used as a type of weapon. Same as other varieties of knives, Japanese swords also undergo many procedures: steelmaking, sorting, purifying, forging, curving, and polishing.

Figure 14



Care is needed here - Japanese swords are famous

Having the same complex procedures as Maestro Wu knives, we considered that we could make a connection with Japanese swords through their history, procedures, and most importantly: the spirit inside them. Mention that Maestro Wu knives also put all his effort into making his products.

Kitchen design. Retrieved from: <https://bovsmom.life/japanese-style-kitchen/>

Figure 11. Retrieved from: <https://bovsmom.life/japanese-style-kitchen/>

Japanese religion. Retrieved from: <https://www.britannica.com/topic/Shinto>  
<https://www.britannica.com/topic/Japanese-religion>

Figure 12. Retrieved from: <https://www.britannica.com/topic/Japanese-religion#ref351118>

The history of Ukiyoe. Retrieved from: <https://zh.wikipedia.org/wiki>

Figure 13. Retrieved from: <https://decomvplace.com/n.php?id=6539>

Japanese sword. Retrieved from: <https://swordis.com/blog/japanese-swords-history/>

Figure 14. Retrieved from: <https://swordis.com/blog/japanese-swords-history/>

## Summary

### What is important to you from the cultural analysis?

Since the price of eating out in Japan is relatively high, people prefer to cook at home. In addition, according to research, the proportion of people living alone in Japan is about 38%, so there are more and more studio apartments, and knives will be a necessity for them to cook. On the other hand, in modern Japanese house design, kitchens are usually open-plan, so the arrangement of these kitchen utensils is also very important. If we design the patterns on the knives, such as incorporating Ukiyoe elements, then they will not only be Cooking tools but also become works of art that decorate the kitchen.

### What is important to you from the economic analysis?

First, Taiwan has signed many trade treaties with Japan, such as FTAs, and Japan's average applicable tariff is one of the lowest in the world. Second, Taiwan is close to Japan, so this helps us export goods. In addition, Japan is rich in aquatic resources. They process

sashimi or other ingredients very carefully, and the knives we export are enough to meet their needs.

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

Swords have a rich and lasting history in Japan. They were often used for ceremonial purposes in ancient times, later evolved into weapons and became widely known as katana swords, and now they are widely used in daily life. In Japanese cuisine, sashimi and sushi can be said to be their representative foods, and high-quality knives are important tools for making these dishes. On the other hand, modern Japanese tend to cook at home. Due to the design of the house, the distance between the open kitchen and the living room and dining room has become very close, so the placement and style of kitchen utensils will also become particularly important, so we hope to design knives that are integrated into Japanese culture turn it into a work of art that can beautify the kitchen.

## **Conclusion**

Bushido - way of the warrior  
That connects with swords . . .

We hope to diversify the production of various knives. For example, Bushido is a long-standing Japanese cultural heritage, which shapes the moral ethics and code of conduct of Japanese warriors. This spirit has had a profound impact on Japanese culture, so we think we can make samurai swords. Furthermore, due to Japan's geographical characteristics, they have rich fishery resources. Sashimi and various seafood sushi have also become a major part of Japanese cuisine. Characteristics, they have very high requirements in handling ingredients, so we hope to produce high-quality sashimi knives. In the appearance design, we will incorporate Japanese Ukiyo-e culture or some unique Japanese cultural elements, so that the knife is no longer just a tool, but also a work of art that beautifies the kitchen. Finally, we thought that if the cannonball represents the destruction of war, the kitchen knife represents the warm scene where every family is happy and can cook with a knife without war. This is the marketing concept we hope to bring.

Need to check the heritage / history - what was Japan's position in the Jinmen conflict?