

Krusty Krab

Presentation

The first slide – has Mao, Stalin and ? Avoid political statements particularly in business. These complicate situations. There is no need to introduce this dimensions and the only outcomes is likely to be negative.

Start is working ok – I'm happy to hear agenda

First, [pause] I will talk about introduction – good

Ok – so I'm hearing about the product – particularly it is a craft-made product.

Now check the brief – we will target . . . we are still thinking about the potential customer and what they do in their lives (so you can see the fit)

Animate the slides – bring in parts bit by bit

Use of notes – try to just refer to them not read

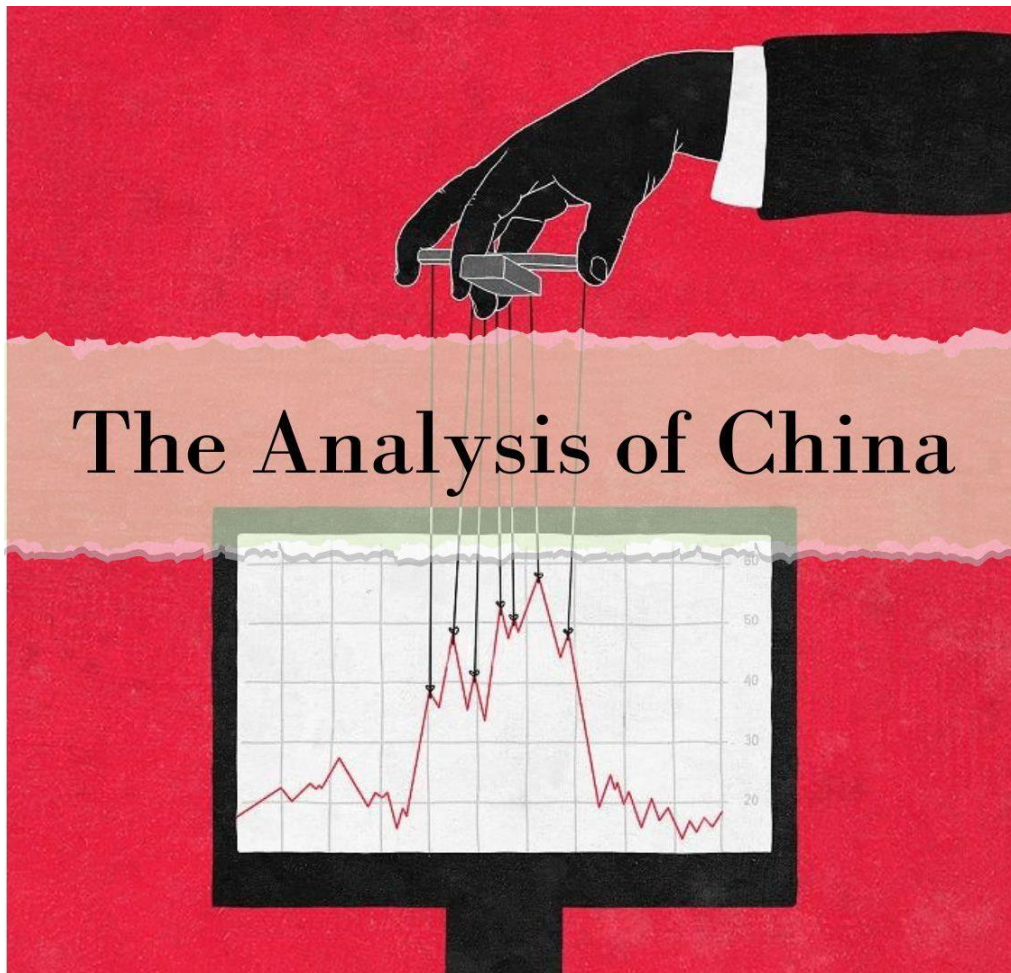
Tight censorship – but of what? Political issues (think again here about your product's heritage)

Religious numbers – sound wrong

What is your target market? Please let me know.

80%

International marketing



The Analysis of China

Krusty Crab

Add family names
Add a date

s1163015 Yun
s1163027 Andrew
s1163028 Joe
s1163040 Zaria
s1163042 Huan

What was my feedback to you about China?

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Introduction

shell casings

Maestrowu knives are made from discarded bullet casings and are made through the exquisite craftsmanship ~~of craftsmen~~. The product emphasizes practicality and functionality, and the blade emphasizes beauty and modernity. It can be called a classic masterpiece of craftsmanship, and it also injects an international perspective into the old shop that has been passed down for more than a century. We will analyze the economic and cultural environment of Maestrowu. Such research, helps us promote this knife to our target market. Good - think more about the materials involved

Objective^s

Light and lacking focus

- Deep understanding of our target market.
- Promote products and culture (through various analyses). No
- Discover Chinese culture and customs. Yes

Economic situation?

Target customer - Passion and skill

Our target customers will focus on professional chefs, cooking experts, and enthusiasts. These professionals often seek knives that offer precision, durability, and comfort during long-period use in a professional kitchen environment. Maestrowu is very attractive to this group of people due to its exquisite craftsmanship and sharpness.

Economy analysis

1. population

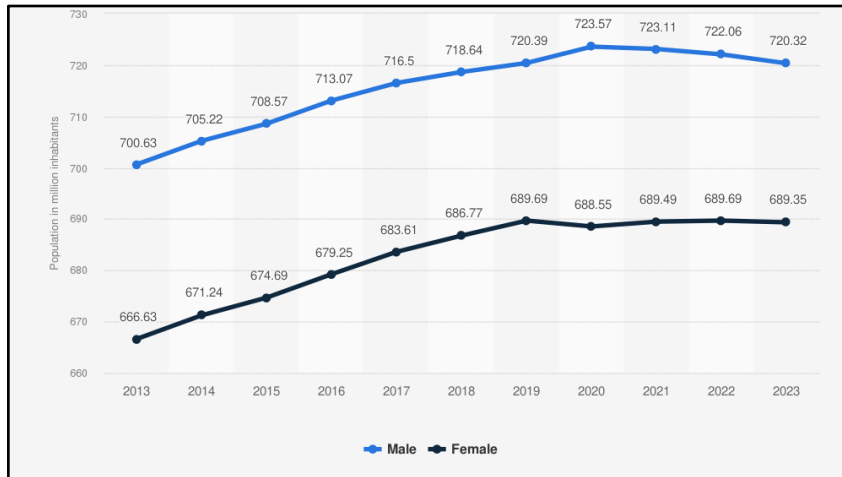


Figure needs title and reference in text

Figure 1

According to data released by the National Bureau of Statistics of China on January 17, 2024, the population of China in 2023 was 1.4967 billion people. The 2020 national census revealed that the male-to-female ratio in China was approximately 105 males for every 100 females, indicating a narrowing of the gender gap compared to previous years.

Geographical distribution of the population:

The population in China is mainly concentrated in the eastern coastal regions, especially in major cities and coastal provinces such as Beijing, Shanghai, and Guangdong Province.

2. Economic Statistic

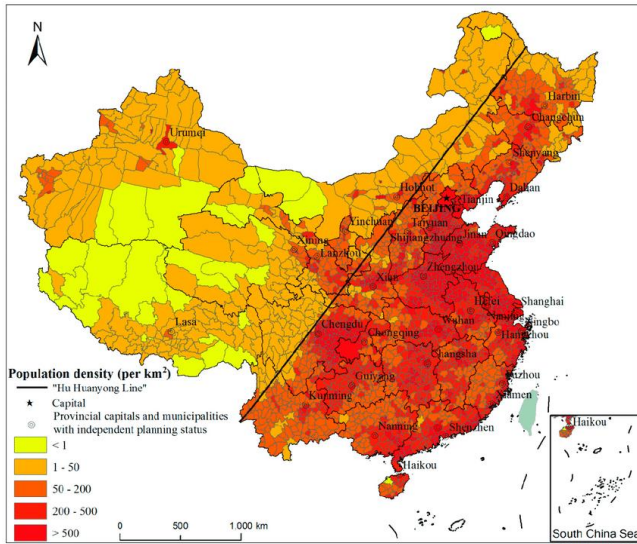


figure2 Why is this suddenly so large?

What is the source of your information

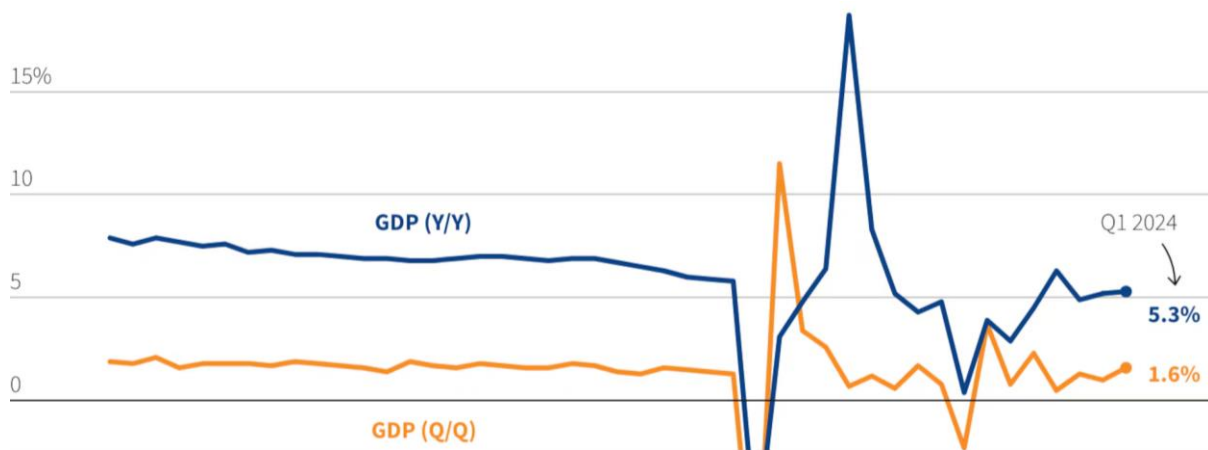


Figure 3

Total GDP: China's GDP in 2023 has beaten targets, growing at a rate of 5.2 percent year-on-year at constant prices, reaching a total of RMB 126.06 trillion (US\$17.52 trillion) according to estimates from China's National Bureau of Statistics (NBS).

Catering industry output: Official data shows that China's catering industry will achieve a strong recovery in 2023, with total revenue approaching 5.29 trillion yuan (approximately US\$743 billion) for the first time.

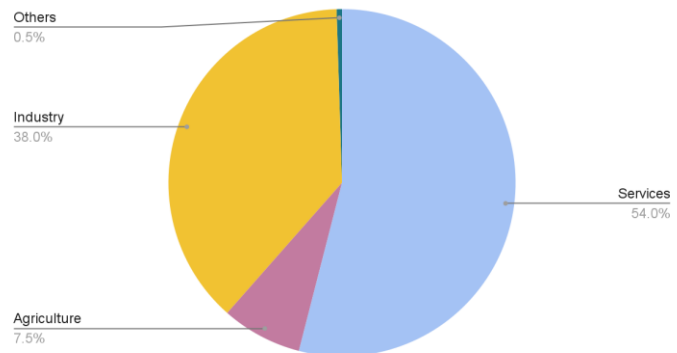
Is it still growing at this speed?

3. Dominant economic activity

Heading should not be at the bottom of the page

In recent years, the country has been in transition from predominantly an industrial to a consumer-based spending economy. Over the years, initial reforms focused on agriculture but soon spread to the services and light manufacturing sectors. As you can see in figure 4: The major sectors and industries driving growth for China

Figure 4



include the services sector, agriculture, and manufacturing. The technology industry is also gradually gaining a place in the market.

4. Distribution Channel

Size and type of retail outlets

There are three main channels in China: suppliers to consumers, suppliers to retailers, and suppliers to wholesalers.

(1) suppliers to consumers

There are two main methods of direct marketing: direct marketing from factories and selling to consumers, and the Internet is a common platform for such transactions.

(2) suppliers to retailers

In China, the majority of retailers are small, with over 549,000 retailers representing the diversity of the market

(3) suppliers to wholesalers

This pipeline mainly operates between wholesalers and suppliers. They will buy goods from suppliers and sell them in small quantities to retail stores.

Dominant payment methods

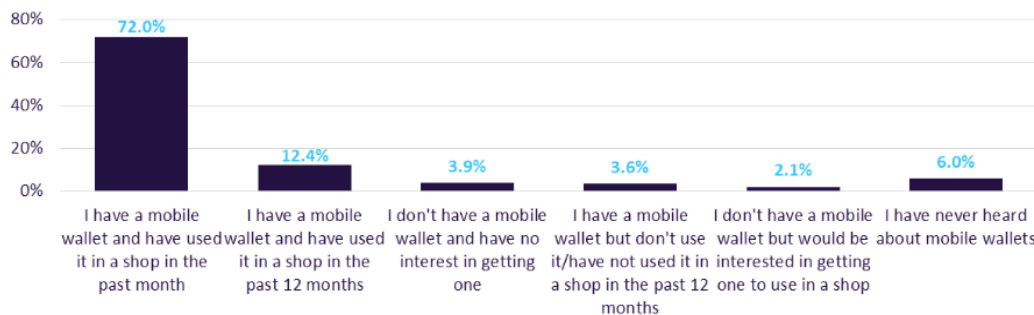
figure5 why is this here?



Payment insurance accounted for 92% of all people, WeChat Pay did not hesitate to account for 85%, and more importantly, Paypal only accounted for 11% in China. (figure 5)

The development of online wallets in China is quite mature. According to the chart, 84% of them said they have used online wallets, and within this 84%, 72% have used them in a month, and only 6% of people have never heard of online wallets. (figure 6)

Figure 6

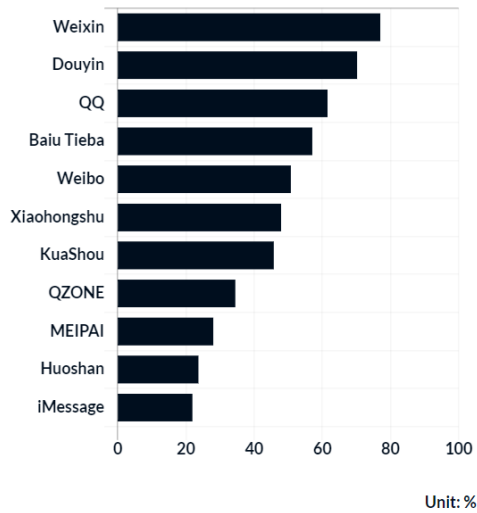


5. Media

In 2022, there were approximately 960.4 million active social media users, and continuing to grow. Among many social media, the most important ones are WeChat, Weibo, Douyin, and XiaoHongShu. It's a great starting point for most companies to engage with the Chinese audience. Unlike the ethnicity and culture, the Chinese social media landscape is diverse and multifaceted. The market for short videos alone comprises a variety of popular options for viewers. [Figure 7]

Why here is the format different, again?

Most Used Platforms, 2022



Most Liked Platforms | 2022

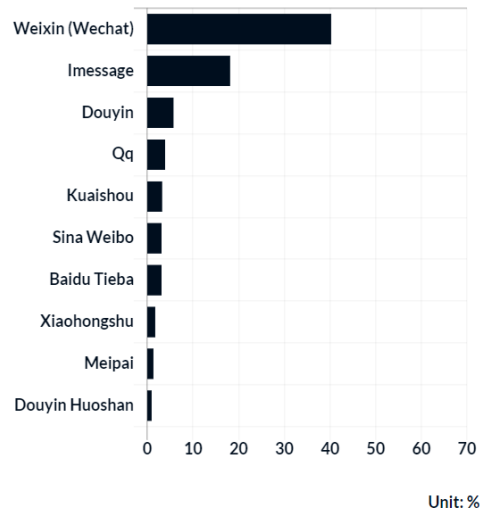


Figure 7

Culture analysis

1. Geographic

Location: Taiwan is located just off the southeastern coast of China, making it geographically close and easily accessible for trade and transportation. This proximity reduces shipping costs and transit times for exporting Kinmen kitchen knives from Taiwan to various regions of China.

What, though, is the story of this product?

2. Social institutions

The state organs of the People's Republic of China include: the National People's Congress; the President of the People's Republic of China; the State Council of the People's Republic of China; the Central Military Commission of the People's Republic of China; local people's congresses and local people's governments at various levels; t

he organs of self-government in autonomous areas; the people's courts and the people's procuratorates.

- **Education levels**

In 2021, the average years of education for the working-age population reached 10.9 years, an increase of 1.0 year compared to 2012. Among them, the proportion of those with higher education was 24.9%, an increase of 10.3 percentage points compared to 2012. The number of people in the country with a university education exceeded 218 million.

3. Religion

does not

Only 73.56% of the population doesn't adhere to any particular religion or deity, while Buddhists make up 15.87%, followers of Taoism, shamans, and various mystical beliefs account for 7.6%, Protestants account for 2.19%, Muslims account for 1.45%, and Catholics account for 0.34%.

4. Political/legal systems

Political policy: Both China and Taiwan have established trade agreements and economic cooperation mechanisms, such as the Economic Cooperation Framework Agreement (ECFA), to promote trade and investment between the two sides. These agreements can streamline customs procedures, reduce trade barriers, and provide preferential treatment for Taiwanese exports to China, including Kinmen kitchen knives.

Legal system: According to the Constitution of the People's Republic of China, the political system follows the system of the People's Congress. -The National People's Congress is the highest organ of state power, and when it is not in session, its functions are exercised by the Standing Committee of the National People's Congress, practicing democratic centralism.

5.Social organization

According to data from the Ministry of Civil Affairs at the end of 2009, there were a total of 431,000 social organizations in China, employing 5.447 million people and possessing fixed assets amounting to 103 billion yuan. Among them, the All-China Federation of Trade Unions, the Communist Youth League of China, and the All-China Women's Federation have the most extensive influence, exerting significant influence in China.

Social interaction promotes communication: including tourism and cultural interactions, can promote greater awareness and appreciation of Taiwanese products like Kinmen kitchen knives among Chinese consumers. Tourists visiting Taiwan may encounter Kinmen knives and develop a preference for them, leading to increased demand upon returning to China.

6.Living conditions

6. Living

China has developed a variety of cuisines with distinct regional flavors and characteristics due to differences in geography, climate, customs, and local specialties. The most famous among them are Sichuan cuisine, Hunan cuisine, Cantonese cuisine, Fujian

an cuisine, Suzhou cuisine, Zhejiang cuisine, Anhui cuisine, and Shandong cuisine, collectively known as the Eight Great Regional Cuisines.

Among the 40 cities ranked, Changsha ranks first with a home ownership rate of 90.1%, Shanghai ranks last with a rate of 67.9%, and other surveyed cities have home ownership rates between 70% and 80%. between.

The survey results also show that 21.4% of the respondents said they have not bought a house, 65.4% of the respondents own one house, 10.9% of the respondents own two houses, 2% of the respondents own three houses, 0.3 % of the respondents own four houses.

The survey also shows that since 2009, more than 70% of mainland people have purchased housing, of which more than 60% are used to meet rigid needs.

ok

Summary form

1. What is important to you from the economic analysis?

China's economic landscape is immensely complex and constantly evolving. For some reasons, China's economic trajectory is characterized by a combination of impressive growth, structural transformation, and significant challenges.

2. What is important to you from the cultural analysis?

In cultural analysis, geographic location is relatively important, as China is adjacent to the steel blade manufacturing site.

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

We hope to integrate Maestrowu into customers' lives and impress them with exquisite craftsmanship and sharp blades.

Lacking depth

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