

## **White paper**

### **Presentation**

Good start – I'm hearing this is our agenda :D

Let's start with the introduction

strategy

Use high contrast colors on the slide (white on light green is hard to see)

Let's turn to the economic analysis

Use notes as support but try to avoid reading from them

animate animate

Put the numbers on the slide e.g., GDP/per capita

No need for mask unless you have a cold/flu

Quotas, yes, but does the US have quotas on these types of products?

They are secure

Geography – clear and well done – move earlier in the presentation

I'm seeing "individualism" - good terminology

them = themselves

Practice together to hit the target time

Interesting point both men and women do DIY

### **Report**

You have covered the basics of this country and so started to get closer to your American customer. You highlight useful ideas e.g., the role of women (see my comment). However, think about incomes and purchasing power, too. Think of multi-culturalism. What do small businesses need and expect? What kind of projects is a DIY person doing?

88%

# INTERNATIONAL MARKETING

# THE ANALYSIS OF UNITED STATES

Attractive cover  
Add family names  
Format words more elegantly  
Add date  
Remove page number (from first page)

**-GROUP NAME:**

**WHITE PAPER**

**-GROUP MEMBER:**

**ZERO, GARY, MAGGIE,  
CYNTHIA, PHOEBEE**



# Agenda

Agenda = meeting or presentation  
Table of contents = book or report  
Use Word to insert your table of contents

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# Introduction

The United States is not only an industrial powerhouse but also a country with a strong DIY culture. For United States, hand tools are an indispensable part of life. Production workers use hand tools to solve tasks on production lines, while maintenance workers use them to handle repairs and renovations in homes. Due to the vast land area of the United States, it's not feasible to call repair personnel for every damaged item. Many families take matters into their own hands and use hand tools to fix damaged items themselves. These points demonstrate why the United States is the most suitable target country for our sales efforts. This report delves into the economic and cultural aspects of the United States, providing valuable insights for a deeper understanding of our target market. The analysis results can also help adjust our marketing strategies for selling to the US market.

it's = it is

Why do people do DIY - you have not understood a key point, here

I like the way you are using your own words - good

## Objective

1. Understanding local culture in the United States.
2. Exploring relevant information in the economic domain of the United States.
3. Gaining deeper insights into our target market through exploring cultural and economic information.
4. Based on the cultural and economic analysis results, optimize the marketing strategy.

Surely 1 and 2?

Not yet!

3. Identity implications from economic and cultural factors for the sale of handtools

## Understanding your target market

Our target markets include the following:

1. In the industrial sector: The United States industrial workers rely on hand tools during working hours to handle tasks on the production line.
2. Home repair: With the strong DIY culture in the United States and the vast expanse of land making it difficult to invite repair personnel to homes, residents prioritize repairing items themselves when damaged. This requires the use of hand tools for product repair.
3. House maintenance: American households regularly undertake maintenance or renovation projects. Repair personnel can use hand tools to address damaged parts of houses and also renovate them.
4. For female consumers who require hand tools: Due to the emphasis on shared household responsibilities in the United States culture, women also have the opportunity to use hand tools. By indicating 'Effortless and Easy Operation' on the product's appearance, the product can attract more consumers' attention.

Some interesting ideas here  
Gender has to be handled *carefully* and *indirectly*  
e.g., think hand sizes but not "for women" for "men"

# Economic analysis

Add title to the figure  
Add number  
Refer to it in the writing  
Why is it stuck in the corner!

## • Population:

Approximately 335 million people, with a diverse age and sex distribution, but generally, there are more females than males (100:97), the largest cohorts typically being the baby boomers (born between 1946 and 1964) and millennials (born between 1981 and 1996).

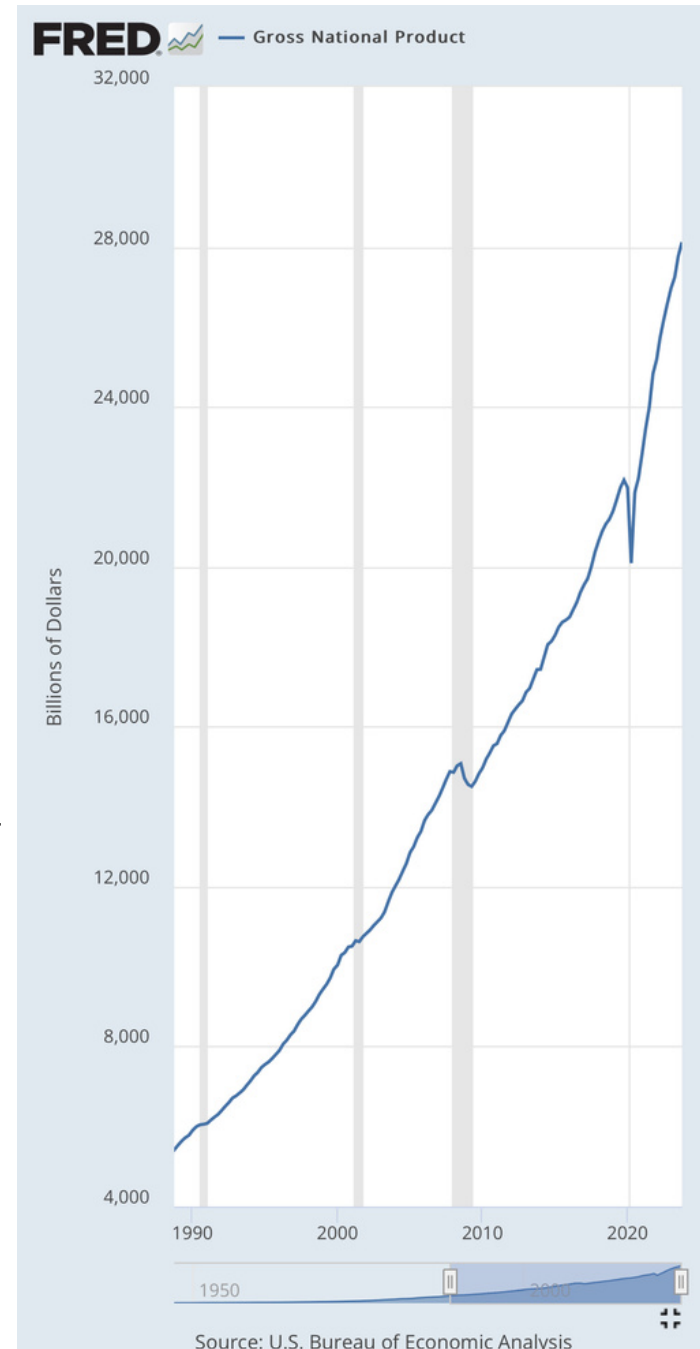
Geographic spread: Spread across 50 states with varying population densities, with major urban centers on the coasts and in the Midwest.

## • Economic statistics:

Gross National Product of America is one of the highest globally, with a strong income per capita and family income. GNP has a rising trend year by year, and the GNP in 2023 will be approximately US\$28,117. As United States Census Bureau 2022 data, the mean per capita income in the United States is \$37,683, while median household income is around \$69,021.

Distribution of wealth: There's a significant wealth gap, with a concentration of wealth among the top percentile. While some individuals and regions enjoy considerable wealth and prosperity, others face poverty and economic challenges. The distribution of wealth is influenced by factors such as income inequality, access to education and opportunities, systemic biases, and governmental policies. This creates a complex landscape where wealth is concentrated in certain sectors and demographics, while others struggle to make ends meet. The richest state in the United States is Maryland with median household income about US\$86,738; second is Massachusetts with US\$85,843; third is New Jersey with US\$85,751; fourth is New Hampshire with US\$83,102; fifth is California with US\$80,440.

What is the source of your information?



▲ Trend of GNP in America

## • Transportation:

America has a diverse transportation infrastructure that includes various modes of transportation, each with its own quality and level of accessibility.

- Roads:** The U.S. has an extensive network of roads and highways, ranging from multi-lane freeways to rural roads. The quality varies across states and regions, with some areas experiencing congestion and infrastructure challenges.
- Public Transit:** Major cities have public transit systems, including buses, subways, light rails, and commuter trains. The quality of public transit varies, with some cities having well-developed systems while others may face funding or maintenance issues.
- Air Travel:** The U.S. has a vast network of airports, including major international airports and regional airports. The quality of air travel infrastructure generally meets international standards, although congestion and delays can occur, especially in busy hubs.
- Rail:** Amtrak provides passenger rail service across the country, with routes connecting major cities and regions. The quality of rail infrastructure varies, with some routes offering high-speed service while others are slower and less frequent.
- Maritime:** Ports and waterways play a crucial role in America's transportation system, facilitating trade and commerce. The quality of maritime infrastructure varies by port, with major ports having modern facilities and efficient operations.

# Economic analysis

## • **Communication and internet:**

1. Internet Access: The United States has widespread access to broadband internet, including cable, fiber-optic, DSL, and satellite connections. However, there are disparities in internet speeds and availability, particularly in rural and remote areas.
2. Mobile Networks: Cellular networks provide nationwide coverage, offering voice, text, and data services. Major carriers like Verizon, AT&T, T-Mobile, and Sprint offer 4G LTE and 5G connectivity in urban and suburban areas, with coverage varying in rural regions.
3. Cable Television: Cable television services are prevalent in many areas, offering a wide range of channels and on-demand content. Providers like Comcast Xfinity, Spectrum, and Cox Communications offer high-definition programming and internet bundles.
4. Satellite Television: Satellite TV services like DirecTV and Dish Network provide access to a broad selection of channels and programming, particularly in rural areas where cable infrastructure is limited.
5. Wireless Internet: Wireless internet services, such as Wi-Fi hotspots and fixed wireless broadband, are available in urban and suburban areas, providing convenient connectivity for mobile devices and home networks.
6. VoIP Services\*: Voice over Internet Protocol (VoIP) services like Skype, Zoom, and Google Meet offer affordable voice and video calling over the internet, enabling communication across long distances.

## • **Dominant economic activity:**

The service sector dominates the economy, including finance, healthcare, technology, and retail. Therefore, services contribute more to GDP about 80%. However, manufacturing also plays a significant role, focused on automobiles, electronics, aerospace, and pharmaceuticals.

## • **Currency:**

The United States Dollar (USD) is the official currency, with exchange rates fluctuating based on various factors. The current exchange rate between Taiwan dollar and US dollar is 1:32.

not very accurate  
you need a date!

## • **Trade restrictions:**

1. Tariffs on Steel and Aluminum: The U.S. imposed tariffs on imported steel and aluminum from several countries, including China, the European Union, and Canada, citing national security concerns and unfair trade practices.
2. Section 301 Tariffs on Chinese Goods: The U.S. implemented tariffs on billions of dollars worth of Chinese goods as part of its Section 301 investigation into China's intellectual property theft and forced technology transfer practices.
3. Embargo on Cuba: The U.S. has maintained an embargo on trade with Cuba since the early 1960s, restricting imports and exports between the two countries.
4. Trade Restrictions on Iran and North Korea: The U.S. has imposed trade restrictions on Iran and North Korea, including sanctions targeting their nuclear programs, human rights abuses, and support for terrorism.
5. Import Quotas: The U.S. has implemented import quotas on certain products, limiting the quantity of goods that can be imported into the country within a specified period.



# Economic analysis

- **Distribution channels:**

1. Retail outlets range from small convenience stores and independent boutiques to large department stores, supermarkets, and big-box retailers like Walmart and Target. Specialty stores, online marketplaces like Amazon, and direct-to-consumer brands also play significant roles.

2. Markup in retail outlets can depend on various factors such as the type of product, brand, location, and competition. Generally, markups can range from a few percentage points for essential goods to much higher percentages for luxury items or specialty products.

3. Dominant payment methods in the American market include cash, credit cards, debit cards, and store-specific cards. Credit and debit cards are widely used, with many consumers preferring the convenience and security they offer. However, cash is still commonly used, especially for smaller transactions.

4. Middlemen play a significant role in the distribution process, acting as intermediaries between manufacturers and retailers. They facilitate the movement of goods, provide logistical support, and often help with marketing and sales.

5. The market in America exhibits characteristics of both push and pull strategies. Push strategies involve manufacturers pushing products through the distribution channel to reach consumers, while pull strategies involve creating consumer demand and pulling products through the distribution channel. In America, marketing efforts often aim to create consumer demand (pull), while distribution strategies ensure products are readily available (push) through various retail outlets and e-commerce platforms.

- **Media:**

Dominant forms of media include television, radio, print, and the internet, with social media platforms playing an increasingly significant role in communication and advertising. Besides, Facebook is the most popular social media platform in the United States.

Why this weird empty space?  
Target = 10 pages

# Cultural analysis

- **Geographic**

Location

The United States is located in the central part of North America. It is bordered by the Pacific Ocean to the west, the Atlantic Ocean to the east, Mexico and the Gulf of Mexico to the south, and Canada to the north. Additionally, it includes Alaska at the northwest tip of the North American continent and Hawaii in the central Pacific Ocean.

Climate

The United States, situated between the Tropic of Cancer and the Arctic Circle, experiences diverse climate variations influenced by factors such as latitude, topography, ocean currents, and others.

- The Northeastern coastal and Great Lakes region features a temperate continental climate.
- The Southeastern and Gulf Coast regions exhibit a summer-rainfall warm temperate climate.
- The Central Plains are characterized by a prairie climate.
- The Western inland plateau experiences a highland climate.
- The Western Pacific coast enjoys a temperate maritime climate.

- **Social institutions**

Role of the family

In the United States, family roles may vary.

- Gender Roles: : One of the biggest differences in family roles is gender roles. Women often work outside the home. Both women and men share household chores and childcare responsibilities.
- Parental Roles : Parents have a legal responsibility to care for their children until they reach adulthood. Children legally become adults at the age of 18.
- Grandparent Roles : Older adults are highly respected in the United States, and they are seen as a source of community wisdom. Children listen to them and respect their opinions. ✓

Dynamics of the family

Individualism influences the dynamics of many American families. There's a prevalent cultural notion that you are your own person, and you choose who you want to be. Consequently, there's an emphasis on self-reliance and taking responsibility for one's choices. ✓

For example, American parents often prioritize their children's independence and support them in pursuing their individual aspirations, even if these aspirations differ from the family's preconceived expectations.

Education levels

In the United States, education typically spans 12 grades after kindergarten. There are four main educational levels: preschool (early childhood education), elementary school, middle school, and high school.

Early childhood education includes daycare and preschool before kindergarten. Children start kindergarten around age 5.

Middle school, also known as junior high, is for students around ages 11 to 13. High school is for students around ages 14 to 18. After completing high school, students can pursue higher education at a college or university.

- **Political system**

Political structure

In the United States, politics operates within the framework of a constitutional federal republic and a presidential system, with three separate branches sharing power: the U.S. Congress forms the legislative branch, a bicameral legislature comprising the House of Representatives and the Senate; the executive branch is led by the president of the United States; and the judicial branch consists of the Supreme Court and lower federal courts.

Stability of government

Table - format as for figure  
What should we learn from this

USA	Latest value	Year	Measure	Data availability	Average	Min - Max	Source
Political stability index (-2.5 weak; 2.5 strong)	-0.04	2022	points	1996 - 2022	0.4	-0.23 - 1.08	The World Bank

The data from 1996 to 2022 for the United States indicates the political stability of the country.



# Cultural analysis

## • Legal system

### Type of legal system

The United States operates under a constitutional federal government. Federalism means that the government is divided into two levels - national and state. At the federal level, the Constitution establishes three branches of government: executive, legislative, and judicial.

Each of the 50 states has its own constitution, government structure, courts, and specific laws. The Constitution grants certain enumerated powers to the federal government, while powers not belonging to the federal government remain with the states.

### Significance of legal system in everyday life

The content of law tells us what we can and cannot do, so it can be said that law is essentially a form of social norms. In essence, it is no different from other social norms such as morality, customs, and religion.

## • Social organization

### Group / individual society

repeat

The United States is a society that values individual freedom and rights, with strong community organizations and networks. Personal rights and autonomy are considered paramount values, and individuals are encouraged to pursue personal goals and success, while enjoying the freedom to express their opinions and beliefs.

However, American society is also composed of various groups based on factors such as race, religion, culture, and interests. These groups play important roles in society and are often organized into various organizations to promote common interests and values.

### Mono / multicultural

The United States is a multicultural country where people from diverse backgrounds, including different races, religions, cultures, and linguistic backgrounds, can be found. This diversity enriches the social and cultural landscape of the United States, reflected in various aspects such as cuisine, arts, religion, and festivals.

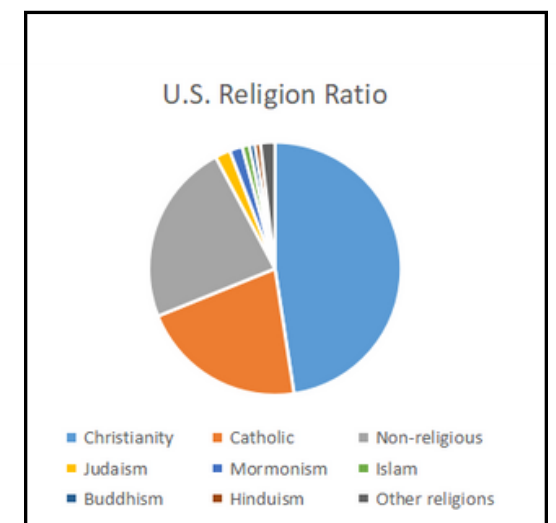
However, multiculturalism may also pose some challenges, such as conflicts among races, religions, and cultures, as well as the management of coexistence and integration in a multicultural society.

## • Religion

### Dominant religion

Repeat of chart!

The dominant religion in the United States is Christianity. Here are the religious affiliation statistics for the domestic population in the United States in 2014. In the United States, Christianity accounts for 46.5% of the population, with Protestantism comprising 46.5%, Catholicism 20.8%, Judaism 1.9%, Mormonism 1.6%, Islam 0.9%, Buddhism 0.7%, Hinduism 0.7%, other religions 1.8%, and those without religious affiliation 22.8%.



### Role of religion in daily life

In the United States, religion plays a significant role in daily life, especially for highly devout individuals. According to research by the Pew Research Center, highly devout adults are more concerned about family, more willing to volunteer, and engage more in community activities, generally expressing greater satisfaction with their lives.

## • Arts

### Dominant types of art

The main art forms in the United States include music, dance, architecture, visual arts, and literature. In music, composer like Gershwin and Copland merged European and American styles. Dance features modern styles pioneered by Duncan and others. Architecture is represented by skyscrapers, while the Hudson River School is prominent in visual arts. In literature, writers like Brown and Irving introduced European styles to America.

### Relation to everyday life?

Art plays a significant role in everyday life in the United States, which is reflected in several aspects:

- Entertainment and leisure: : Americans enjoy various forms of art for entertainment and relaxation, such as watching movies, attending theater performances, concerts, dance shows, etc. These artistic forms enrich people's daily lives and provide an escape from reality.
- Aesthetic experience: : Artworks offer aesthetic enjoyment in everyday life, including art exhibitions, public art installations, architectural designs, etc. These artistic creations add beauty to the living environment and enhance people's taste and appreciation for aesthetics.
- Cultural exchange and understanding : Art serves as an important medium for communication and understanding between different cultures. In the United States, people can appreciate and understand art styles and expressions from diverse cultural backgrounds, promoting cultural exchange and integration.
- Mental and physical health : Engaging in artistic activities positively impacts people's mental and physical health.

# Cultural analysis

Studies have shown that participation in art activities can reduce stress, enhance emotional expression, boost creativity, and self-expression, thereby improving overall quality of life and happiness.

## • Living conditions

### Diet and nutrition

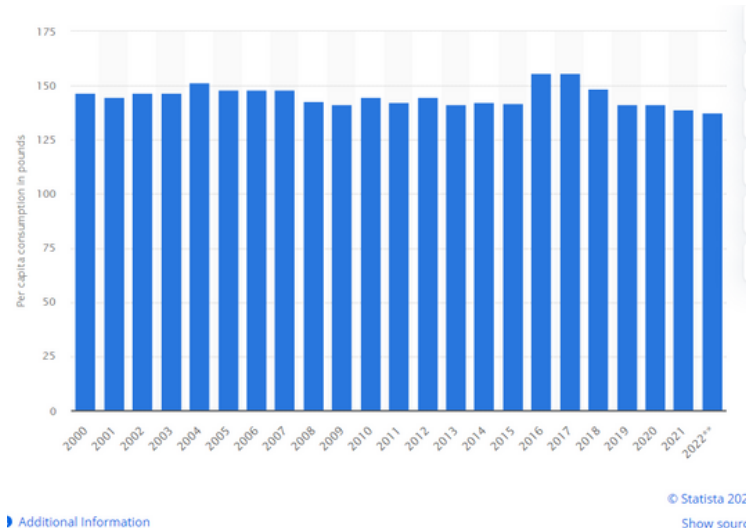
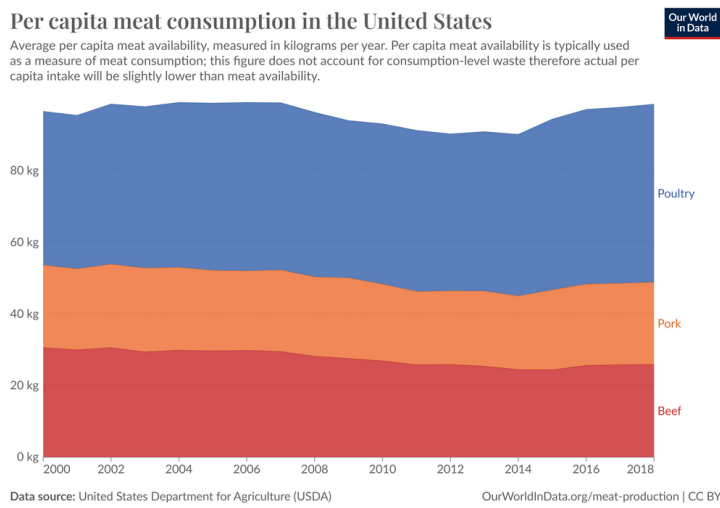
The health and dietary situation in the United States highlights the high prevalence of obesity, overweight, and diet-related chronic diseases due to poor dietary habits and sedentary lifestyles. This has led to an increase in diseases like cardiovascular diseases, hypertension, dyslipidemia, type 2 diabetes, osteoporosis, and certain types of cancer.

The mortality rates are rising due to the combination of poor diet quality and lack of physical activity.

Obesity and overweight have become serious public health issues, particularly among adults and children, leading to numerous chronic diseases and premature deaths. Addressing this problem can not only save many lives but also significantly reduce healthcare costs.

Watch out for US food products (heavy on carbohydrates and huge portion sizes!) See doughnuts and breads in 7-11 as examples

### Meat and vegetable consumption rates



The left graph shows the per capita meat consumption in the USA from 2000 to 2018, while the right graph shows the per capita vegetable consumption in the USA from 2000 to 2022.

The source of the charts is indicated in the data source at the end.

### Typical meals

Typical American foods include:

- Breakfast: : Cereal, toast, juice, oatmeal, granola, sausage, bacon, ham, eggs, etc.
- Lunch : Sandwiches, hamburgers, pizza, hot dogs, etc., often accompanied by a beverage.
- Dinner : Steak, pork chops, roast beef, fried chicken, fried shrimp, ham, lamb chops, etc., served with vegetables, bread, potatoes, rice, noodles, etc.
- Desserts: : Cookies, fruit, candy, etc.
- Special occasions : Picnics, outdoor barbecues, and fast food meals such as french fries, pizza, burgers, etc.

### What type of housing

The main types of housing in the United States are single-family residences, multi-family houses, townhouses, apartments, condominiums, and cooperative apartments. Among them, single-family residences are the most common, including attached and detached forms. Multi-family houses can accommodate 2-4 households and are often favored by investors. Townhouses are a combination of multiple houses sharing walls, offering a blend of house and apartment living. Apartments are suitable for urban living, providing convenient facilities and management. The difference between condominiums and cooperative apartments lies in the ownership form, but they resemble apartments in appearance.

## • Clothing

### What types of clothes are worn (home & at work)

At home and at work, Americans wear different types of clothes. At home, they may prefer comfortable and casual clothing such as T-shirts, jeans, and sportswear. In the workplace, while most people dress casually, some choose to wear formal business attire, especially in office environments. However, with changing times and individual preferences, more and more people are also opting for informal clothing at work, such as Hawaiian shirts.

## • Language

### Spoken & written languages

followed by Spanish

The United States is a multicultural country where English is the most widely spoken language, yet it has no official language. Currently, there are approximately 430 languages spoken in the United States, including English, 176 indigenous languages, and others from Europe, Asia, and elsewhere.

As of October 2014, English has been designated as the official language in 31 states, while Hawaii recognizes both English and Hawaiian as official languages. Additionally, Spanish is the second most commonly used language in the United States and is also an official language. The country also boasts many other languages, including American Sign Language and Hawaiian, as well as various languages introduced by immigrants.

Overall, the linguistic landscape of the United States is incredibly diverse, reflecting its multiculturalism and immigrant history.

# Summary form

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

• In the United States, manufacturing plays a significant role in the primary economic activities, including industries such as automotive, electronics, aerospace, and more. This indicates a substantial demand for hand tools in the country, as the manufacturing sector heavily relies on them. Therefore, selling hand tools to the USA market undoubtedly holds a competitive advantage.

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

• Taking into account the differing household roles: In the United States, both boys and girls share household chores, while in Chinese society, maintenance tasks are often predominantly handled by males. However, in the US, there's an emphasis on sharing household responsibilities, with girls sometimes needing to use hand tools for repairs. We can specially indicate on the product's appearance that it is designed for effortless use by both males and females in the household. Such design labeling may attract more purchases from families.

Ok  
US is heavily patriotic

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

• Customers can easily operate our labor-saving hand tools, which not only meet industrial needs but also assist in home product repairs. Hand tools address many repair issues in consumers' lives, making them indispensable helpers in American households.

You need to dig deeper into this. If you are looking at home / small business there is a huge range of use and expectations

# Conclusion

The United States presents a highly promising market for our hand tool products due to its industrial strength, strong DIY culture, and the need for tools in activities such as home repairs. These factors highlight the significant demand for our products in the US market. Based on our cultural and economic analysis, we have identified several key insights that can guide our marketing strategies.

Yes

One cultural difference between American and Chinese households is the division of household chores between genders. While in Chinese culture, repairs are typically handled by males, in American households, both males and females share household responsibilities. Therefore, we can attract more families to purchase our products by highlighting the slogan "Effortless Operation" on the product's appearance.

Yes - but see comment above

Furthermore, our economic analysis indicates that the manufacturing sector plays a significant role in the US economy. This signifies a substantial demand for hand tools in the US market, providing us with a competitive advantage in selling hand tools to the US market. Considering these advantages, it is evident that focusing on tapping into the US market for hand tools is essential. Not only does it offer abundant sales opportunities, but it also satisfies the considerable demand for hand tools among consumers.

Is your customer price sensitive?

# Source

- <https://www.mofa.gov.tw/CountryInfo.aspx?CASN=4&n=165&sms=33&s=63>
- <https://worldweather.wmo.int/tc/country.html?countryCode=093>
- <https://culturalatlas.sbs.com.au/american-culture/american-culture-family>
- <https://usahello.org/education/children/grade-levels/>
- [https://en.wikipedia.org/wiki/Politics\\_of\\_the\\_United\\_States](https://en.wikipedia.org/wiki/Politics_of_the_United_States)
- [https://www.theglobaleconomy.com/USA/wb\\_political\\_stability/](https://www.theglobaleconomy.com/USA/wb_political_stability/)
- <https://unimelb.libguides.com/USALegalResearchGuide>
- The content of law tells us what we can and cannot do, so it can be said that law is essentially a form of social norms. In essence, it is no different from other social norms such as morality, customs, and religion.
- <https://zh.wikipedia.org/zh-tw/%E7%BE%8E%E5%9B%BD%E5%AE%97%E6%95%99>
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- <https://www.whattowearonvacation.com/destinations/north-america/usa/13-what-to-wear-in-alaska/>
- <https://zh.wikipedia.org/zh-tw/%E7%BE%8E%E5%9C%8B%E7%A4%BE%E6%9C%83>
- <https://www.usa.gov/official-language-of-us>