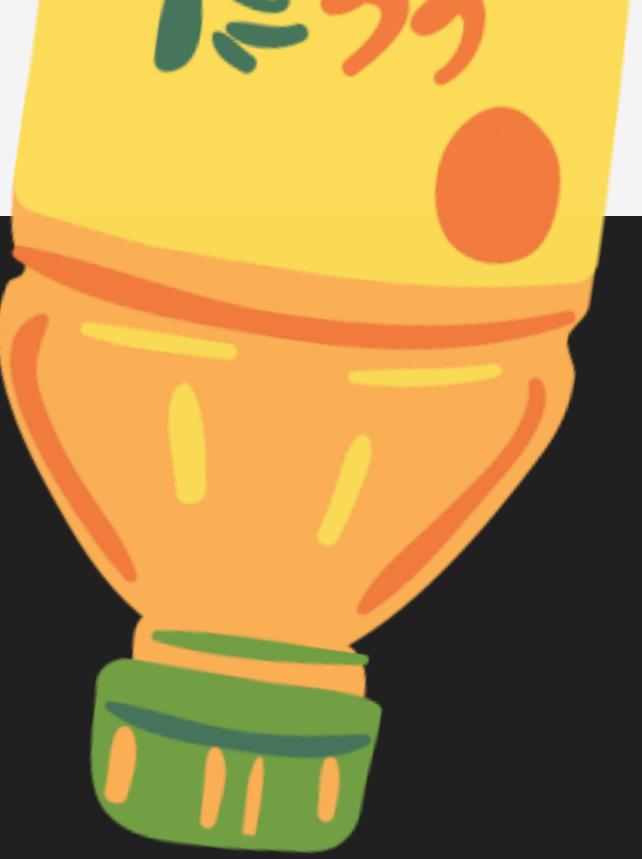


COMPETITORS ANALYSIS



Competitor Analysis



KWANGDONG



**WOONGJIN
FOODS**



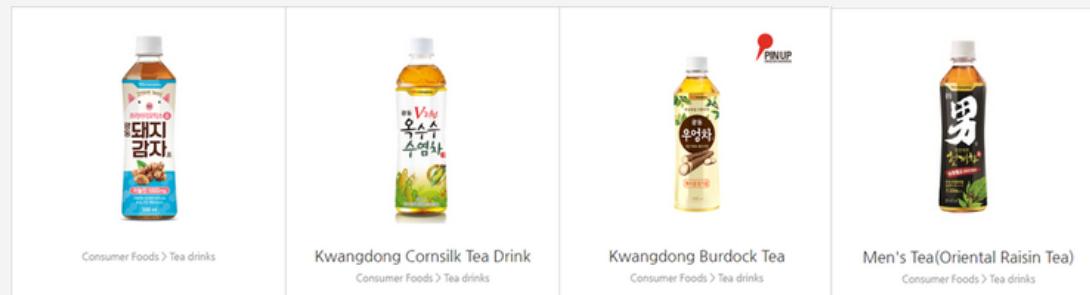
HITE JINRO

PRODUCT	MARKET SHARE	STRATEGY
	24.8 %	<ul style="list-style-type: none"> Promote as a Solution drink to reduce hangover Detoxification drinks low caffeine
	14.7%	<ul style="list-style-type: none"> Promote as Refreshing cold tea in a hot summer period low caffeine
	4.8%	<ul style="list-style-type: none"> Promote as solution to hydration and substitution to water low caffeine

KWANG DONG PHARM

ABOUT COMPANY

- **Market Share:** 24.8 in RTD Tea
- **Number of RTD Tea product line:** 4



DISTRIBUTION CHANNELS

- E-commerce (Online Groceries)
 - G-market
 - Coupang
- Convenience Store
- Department Stores
- Retail Stores

STRENGTHS

- Strong Brand image as a well-known & best performance in own country
- A large manufacturer of pharmaceutical products.
- Heavy Advertisement on K-pop

WEAKNESS

- Few RTD product line
- Some Tea's flavors do not match younger generation taste (Adult tea)
 - EX. Oriental Raisins --> Reduce Hangover
- Sales decline during COVID19
 - Losing market share to competitors over increasing barley tea popularity

보험처럼 마셔라
광동 헛개차 10년 간보험가입 이벤트

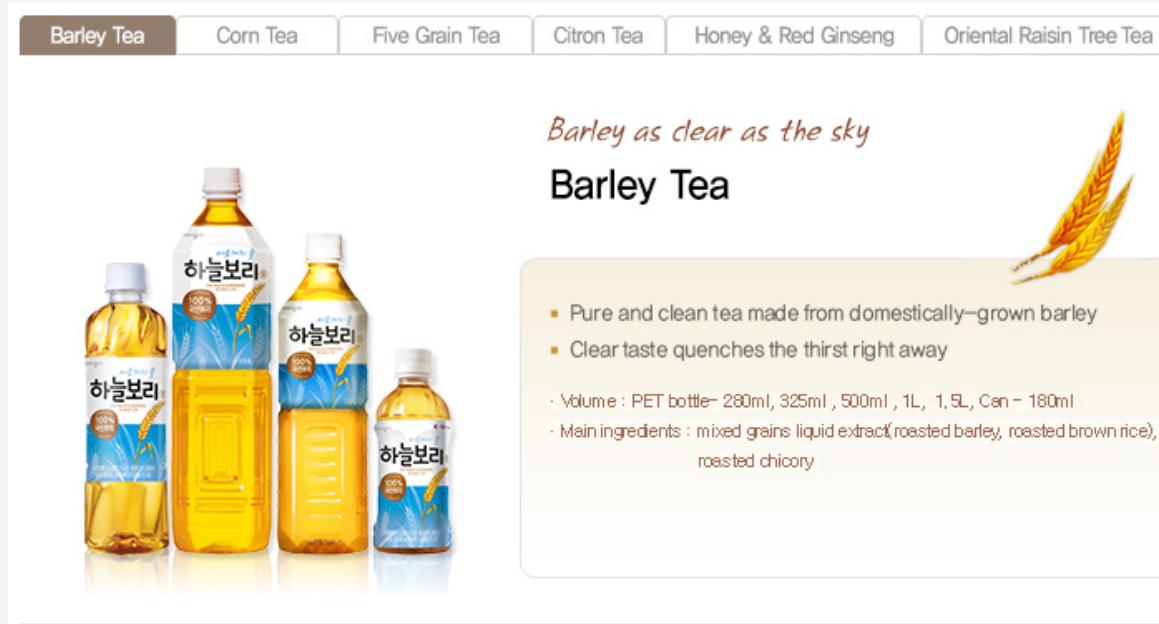


- Implication:
 - Taste preferences
 - Advertisement: K-pop idol/social media advertisement
 - Product Offerings

WOONGJIN FOODS

ABOUT COMPANY

- **Market Share:** 14.7 in RTD Tea
- **Number of RTD Tea product line:** 6



DISTRIBUTION CHANNELS

- E-commerce (Online Groceries)
 - G-Market
- Convenience Store
- Department Stores
- Retail Stores

STRENGTHS

- Provides various types of Korean products along with RTD tea
 - Eg. Juices, Coffee, and etc
- Advertise by celebrity endorsement
- Achievements in best packaging design
- substantial RTD tea product offerings
- Sales growth during COVID19

WEAKNESS

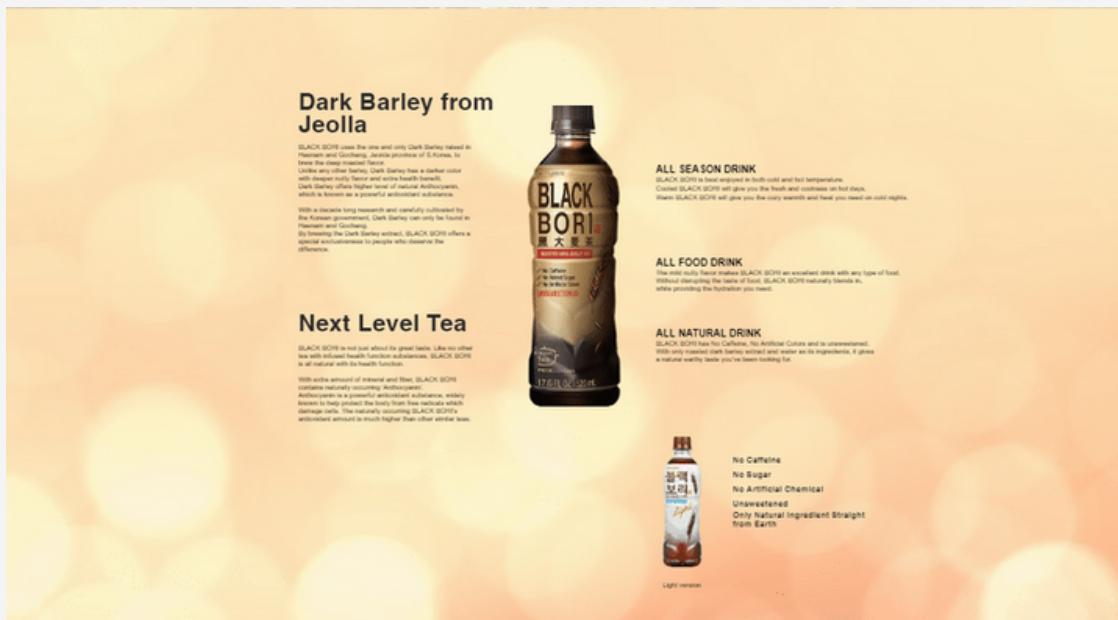
- Few social media advertisement
- Lose brand loyalty



- **Implication:**
 - Packaging
 - Advertisement: Celebrity Endorsement
 - Amount of Advertisement Channels

ABOUT COMPANY

- Market Share:** 4.8 in RTD Tea
- Number of RTD Tea product line:** 1



DISTRIBUTION CHANNELS

- E-commerce (Online Groceries)
 - G-Market
- Convenience Store
- Department Stores
- Retail Stores

STRENGTHS

- Strong brand as alcohol beverages
- Strong International Brands
- Heavy advertisement in Celebrity Endorsement
 - Promote as solution to hot summer
- Sales growth during COVID19

WEAKNESS

- Very low RTD Tea product offering
- less resources allocation on marketing thier only tea products

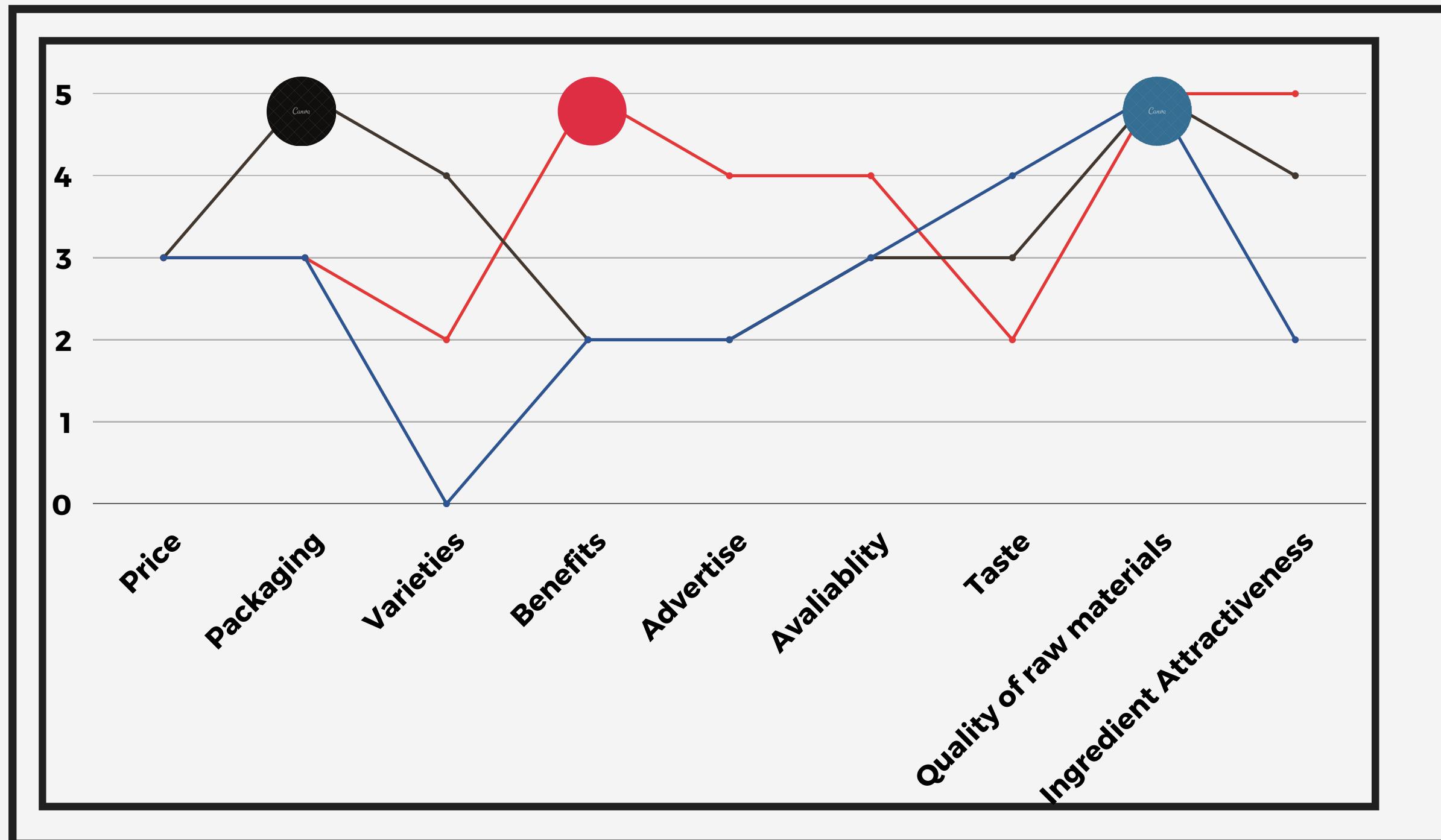


- Implication:**
 - Varieties
 - Appeal to customer need
 - Ex. drinking occasion

VALUE PROPOSITIONING

	Price	Packaging	Varieties	Healthiness	Advertisement	Availability	Value	Taste
KWANG DONG PHARM	3	3	2	5	4	4	4	2
WOONGJIN FOODS	1	5	4	3	2	3	3	3
HITE JINRO	3	3	0	2	4	3	4	2

VALUE PROPOSITION GRAPH



KWANG DONG PHARM
ADVANTAGE
• BENEFITS
• QUALITY OF RM

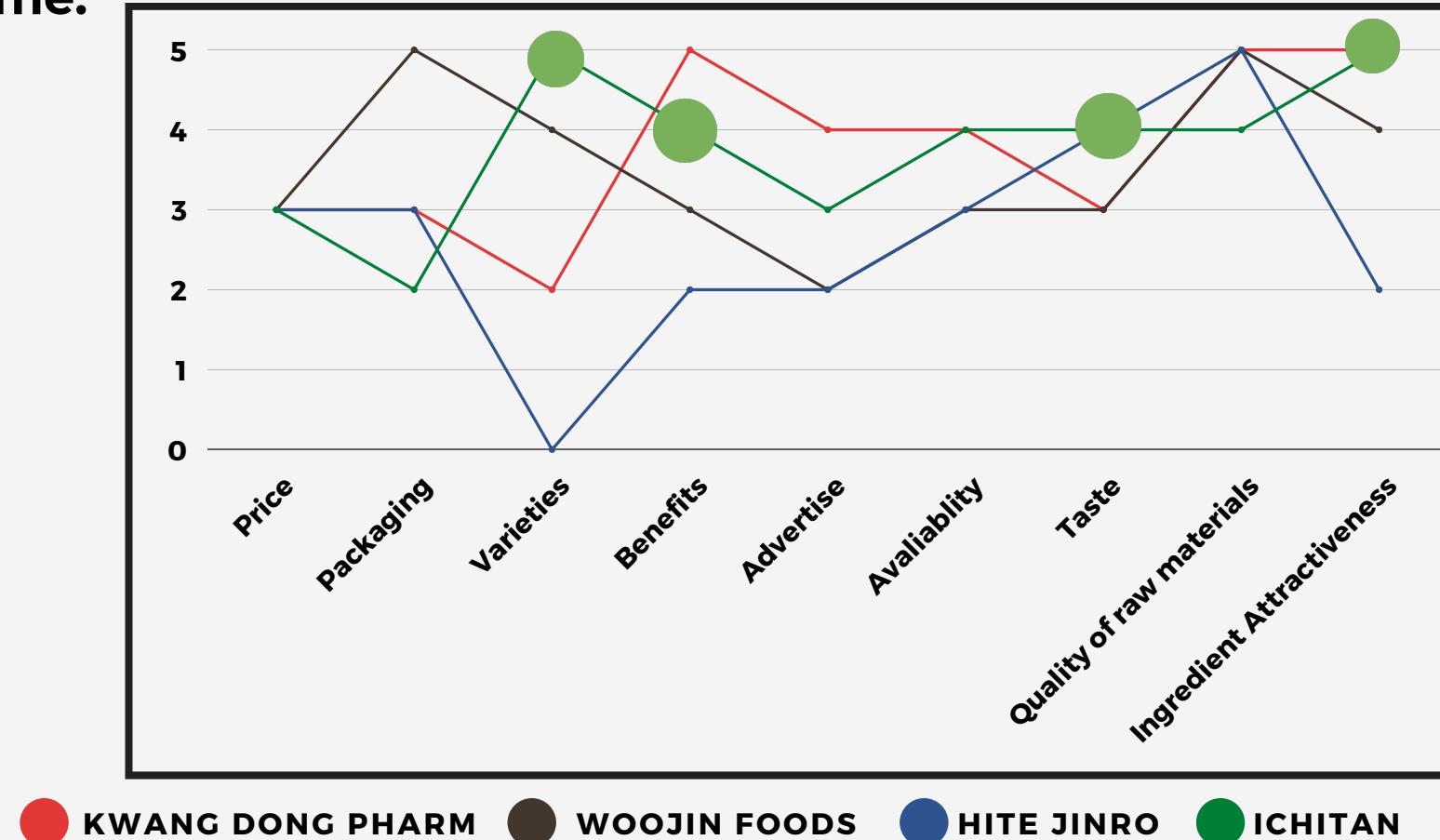
WOOJIN FOODS
ADVANTAGE
• PACKAGING
• QUALITY FO RM

HITE JINRO
ADVANTAGE
• QUALITY OF RM

Advantages:

ICHITAN VALUE PROPOSITION

- Name:



ICHITAN ADVANTAGES

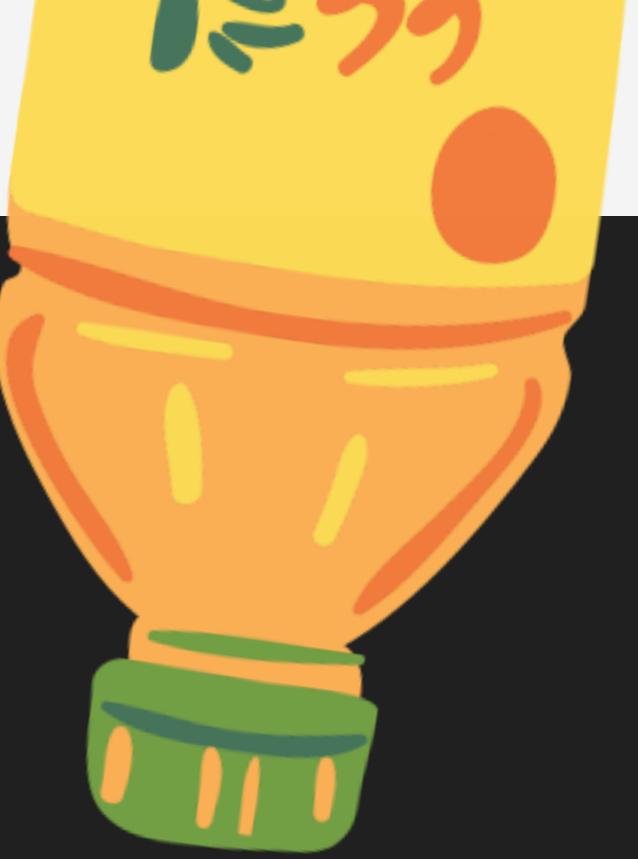
- Prioritization

- Flavors Varieties (Over All Competitors)
- Ingredients Attractiveness (Over All competitors)
- Benefits (Over Hitejinro and Woongjin)
- Taste (Over Hitejinro and Woongjin)

Strategic Sweet Spot:



CUSTOMER ANALYSIS



SEGMENTATION: GEOGRAPHIC

KOREAN	Population	Consumer Expenditure	C.Ex. Per Capita
Urban	42,161,800 (81.39%)	601,696 million	14271.1
Rural	9,660,900 (18.61%)	120,307 million	12507.6

SEGMENTATION: DEMOGRAPHIC

Age ranges	Social Class E (0-5000 USD)	Social Class D (5000-15000 USD)	Social Class C (15000-45000 USD)	Social Class B (45000-100000 USD)	Social Class A (100000USD+)
15-19	1,482,300	694,000	215,100	64,700	31,800
20-24	1,143,700	1,138,400	600,400	259,800	176,600
25-29	931300	1,271,600	791,600	371,900	265,500
30-34	710,900	1,145,200	780,200	368,700	298,100
35-39	780,400	1,331,200	929,600	467,500	375,700
40-44	732,100	1,331,900	944,500	477,800	404,600
45-49	833,900	1,498,200	1,061,800	540,700	466,200
50-54	827900	1,502,200	1,057,300	527,300	428,400
Total Population	7,442,500	9,912,700	6,380,500	3,078,400	2,446,900

	Social Class E (0-5000 USD)	Social Class D (5000-15000 USD)	Social Class C (15000-45000 USD)	Social Class B (45000-100000 USD)	Social Class A (100000USD+)
Non-Discretionary Spending (in US billion)	0.4	11.1	123.2	90.6	31.6
Non-Discretionary Spending on food and beverages (in US billion)	0.1	3.3	39.3	31.3	10.1

SEGMENTATION: PURCHASING BEHAVIOR & CHANNELS

Age ranges	Shopping for Groceries/Essential	In Store/In Person	In Computer/Tablet	In Smartphone	Try new products	Value personal time
15-19	44%	12%	23%	64%	25%	28%
20-24	58%	16%	22%	63%	49%	25%
25-29	58%	16%	22%	63%	55%	25%
30-34	75%	16%	20%	66%	55%	25%
35-39	75%	16%	20%	66%	45%	25%
40-44	70%	20%	26%	71%	45%	25%
45-49	79%	20%	26%	71%	45%	25%
50-54	70%	20%	23%	60%	38%	30%

n = 1032

SEGMENTATION: CONSUMER TYPE

	Key Characteristics	Marketing Influences (Ranked 1st-3rd)	Purchasing/Reseraching Channels	Population Percentage
Impulsive Spender	<ul style="list-style-type: none"> Interested/keep up with latest trend Driven by bargain price Like to try new products 	<ol style="list-style-type: none"> Friends and Family Consumer Reviews Social Media 	Smartphone & Computer	33% of consumers
Minimalist Seeker	<ul style="list-style-type: none"> Unlikely to follow latest trend Driven by quality Value balanced lifestyle and sustainability Value time with self and family 	<ol style="list-style-type: none"> Friends and Family Consumer reviews Traditional marketing 	Smartphone & Computer	30% of consumers
Conservative Homebody	<ul style="list-style-type: none"> Unlikely to follow latest trend Driven by Essential purchases not well know brand Like to try new products Value time with self and family 	<ol style="list-style-type: none"> Friends and Family Endorsements consumer reviews 	Smartphone & Computer	24% of consumers
Undaunted Striver	<ul style="list-style-type: none"> Follow trends and influencers Like trying new products Value status and image 	<ol style="list-style-type: none"> Social Media Consumer reviews 	Smartphone & Computer	9% of consumers
Secure Traditionalist	<ul style="list-style-type: none"> Unlikely to follow latest trend Driven by low price and saving money 	<ol style="list-style-type: none"> Friends and Family Traditional marketing Consumer reviews 	Smartphone, Computer and, In Store	4% of consumers



TARGETING



Targeting: Impulsive Spender

	Key Characteristics	Marketing Influences (Ranked 1st-3rd)	Purchasing/Reseraching Channels	Population Percentage
Impulsive Spender	<ul style="list-style-type: none">• Interested/keep up with latest trend• Driven by bargain price• High likeliness to try new products	<ol style="list-style-type: none">1. Friends and Family2. Consumer Reviews3. Social Media	Smartphone & Computer	33% of South Korean consumers

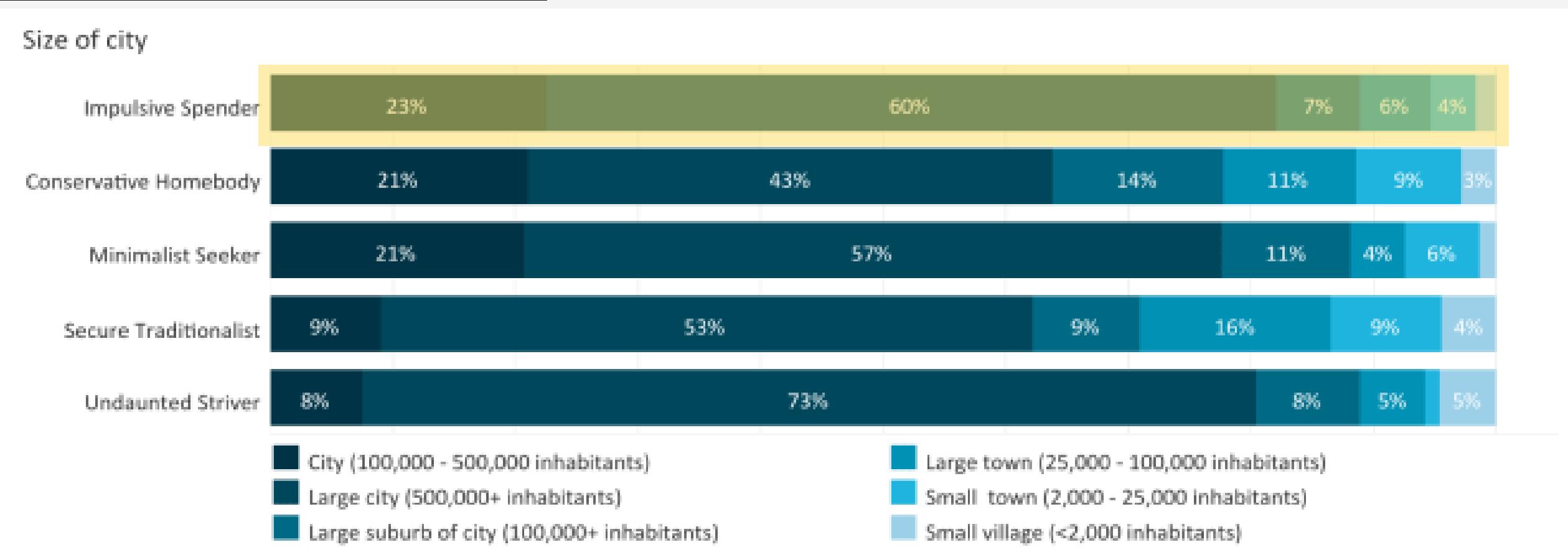
Impulsive Spender

Best way to target

- CONVENIENT AND EASY-TO-USE SHOPPING SERVICES TO FACILITATE QUICK PURCHASES.
- TAILORED AND PERSONALIZED SHOPPING EXPERIENCES.
- CLEAR PROMOTION OF PRICES AND DISCOUNTS, SPECIFICALLY HIGHLIGHTING VALUE FOR MONEY AND BARGAINS.
- AVAILABILITY OF ONLINE AND OFFLINE SHOPPING PLATFORMS, CREATING A SEAMLESS OMNICHANNEL SHOPPING EXPERIENCE.

Who are the impulsive Spenders?

Habitats

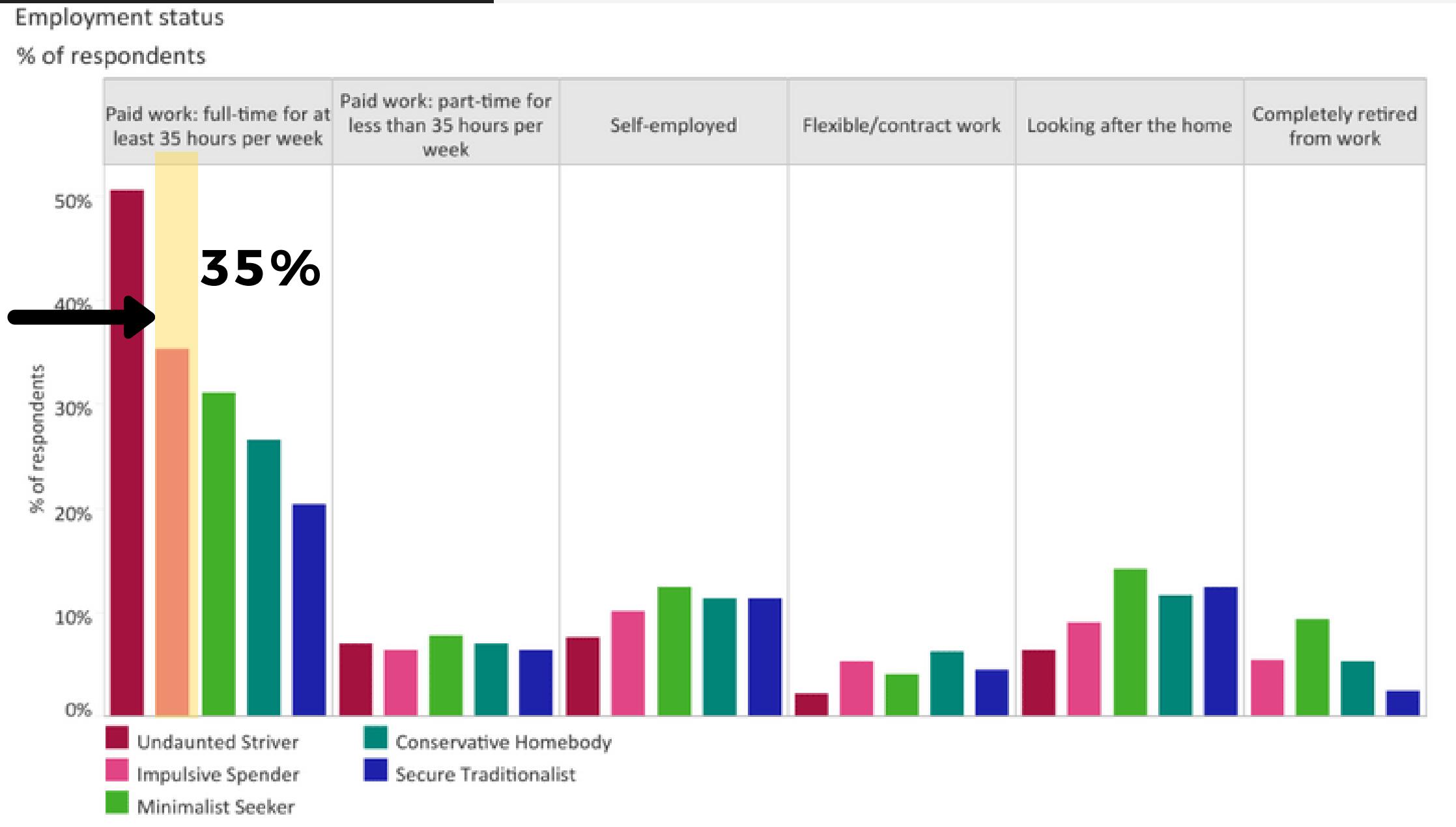


Implication

- High percentage of Impulsive spenders are **living in City and Large Cities area** (Urban Areas)

Who are the impulsive Spenders?

Employment



Implication

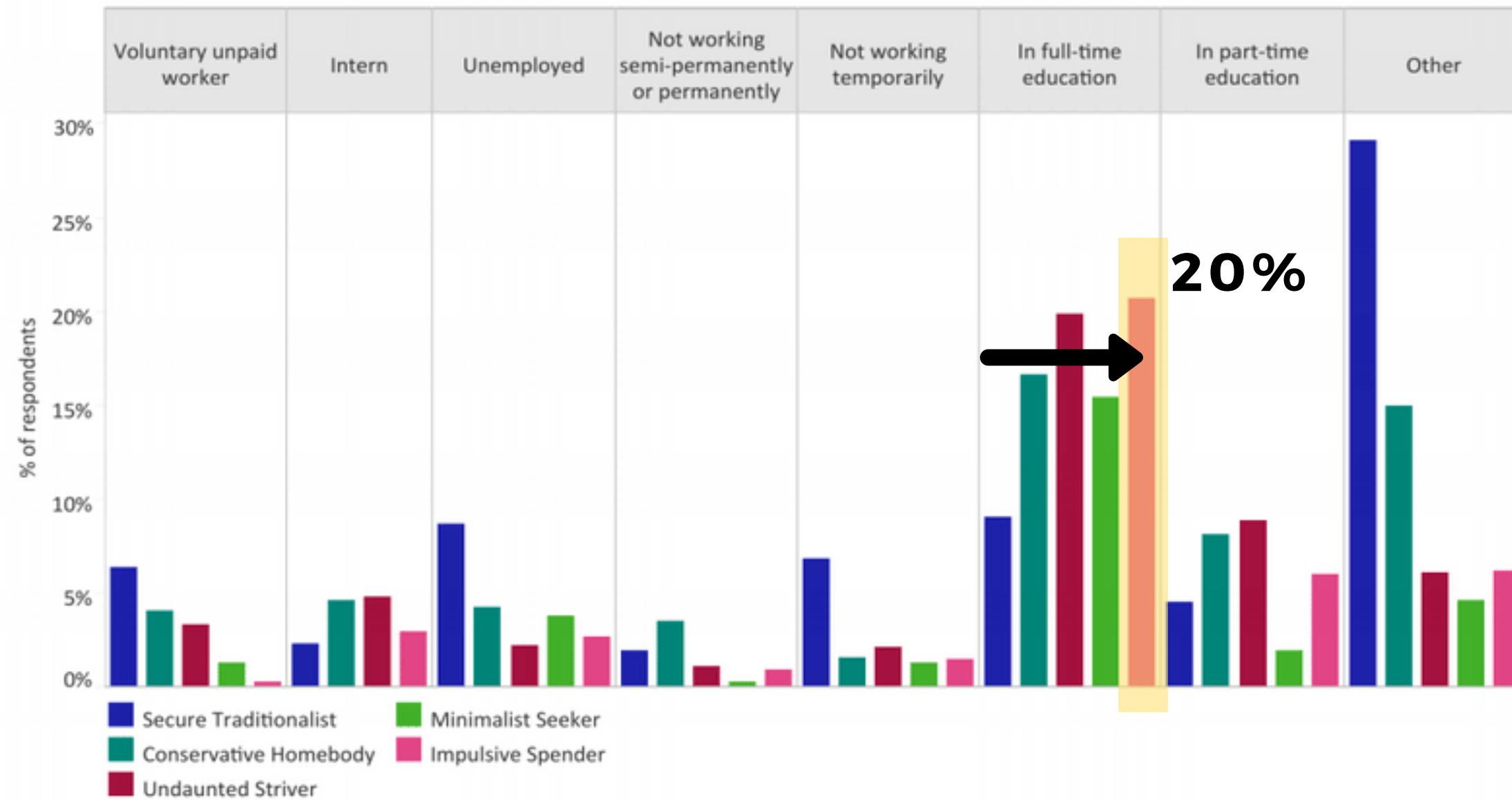
- Roughly 35% of them works has a and full-time paid work, with at least 35 hours a week.
- **Office Workers**

Who are the impulsive Spenders?

Employment

Employment status

% of respondents

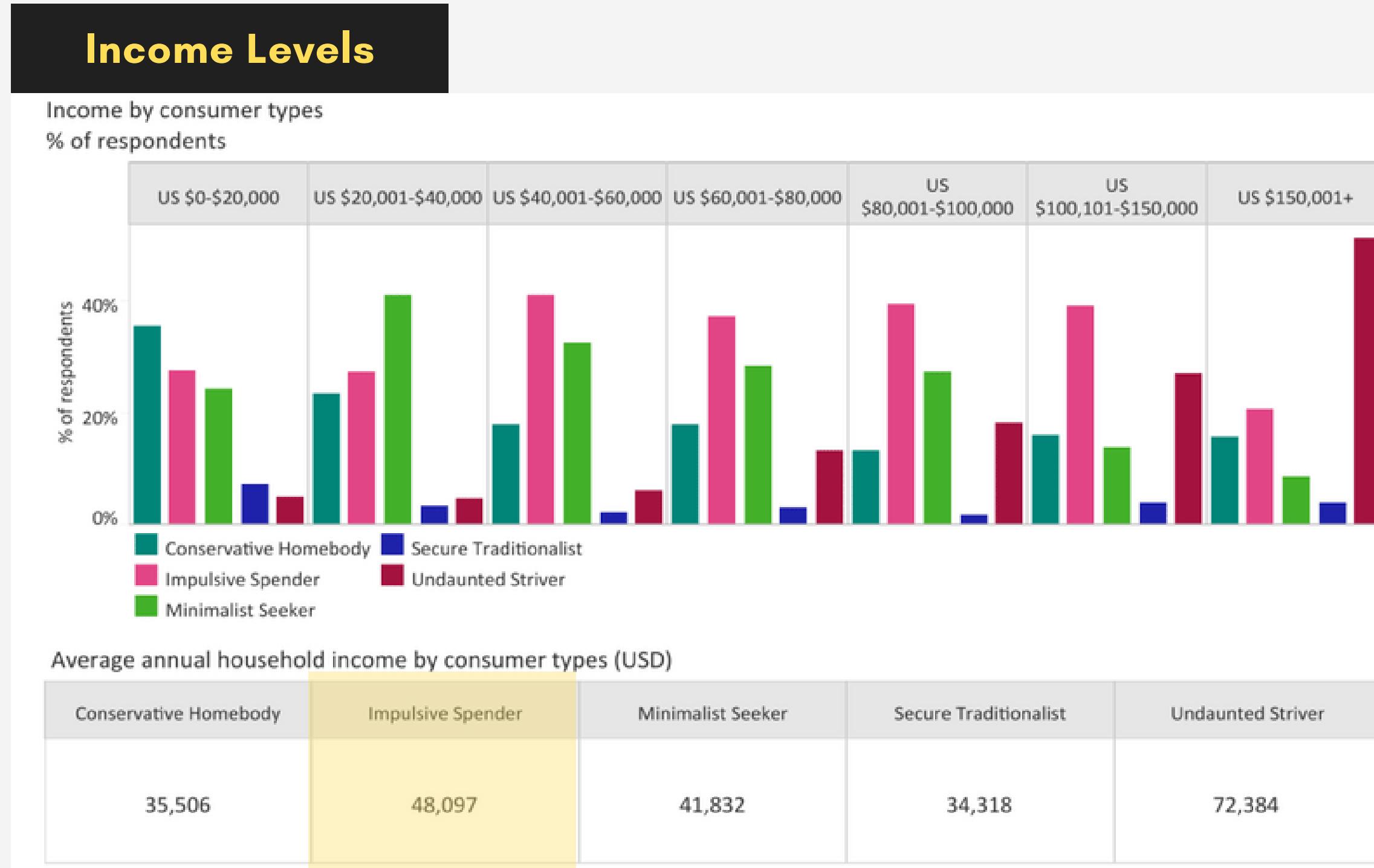


Implication

- Roughly 20% of them are in full time education
- **University students**

Source: Euromonitor International Lifestyles Survey fielded January/February 2020

Who are the impulsive Spenders?

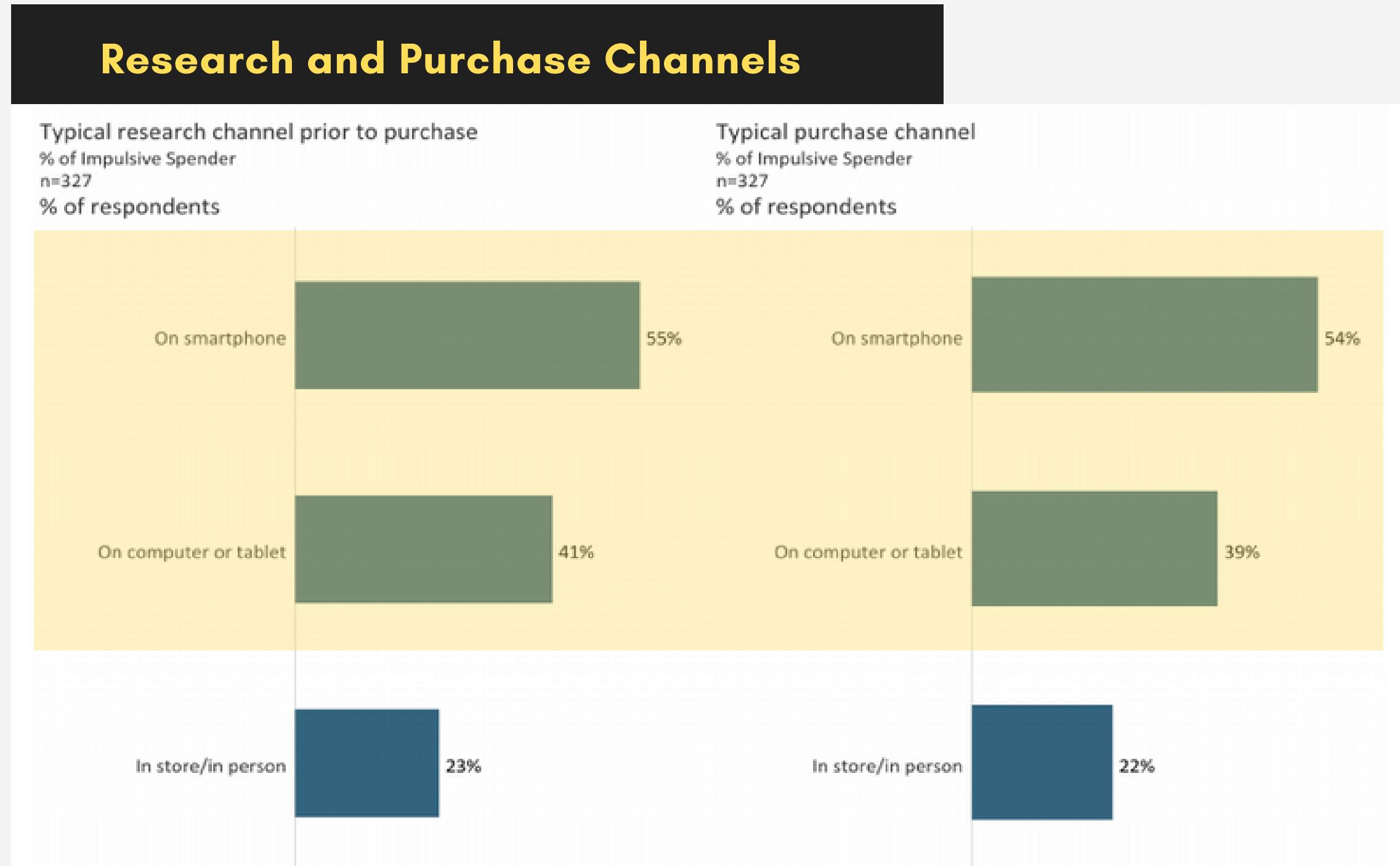


Implication

- Most of the Impulsive spenders has average income in Class C (middle class) ranges

**Social Class C
(15000-45000) USD**

Who are the impulsive Spenders?

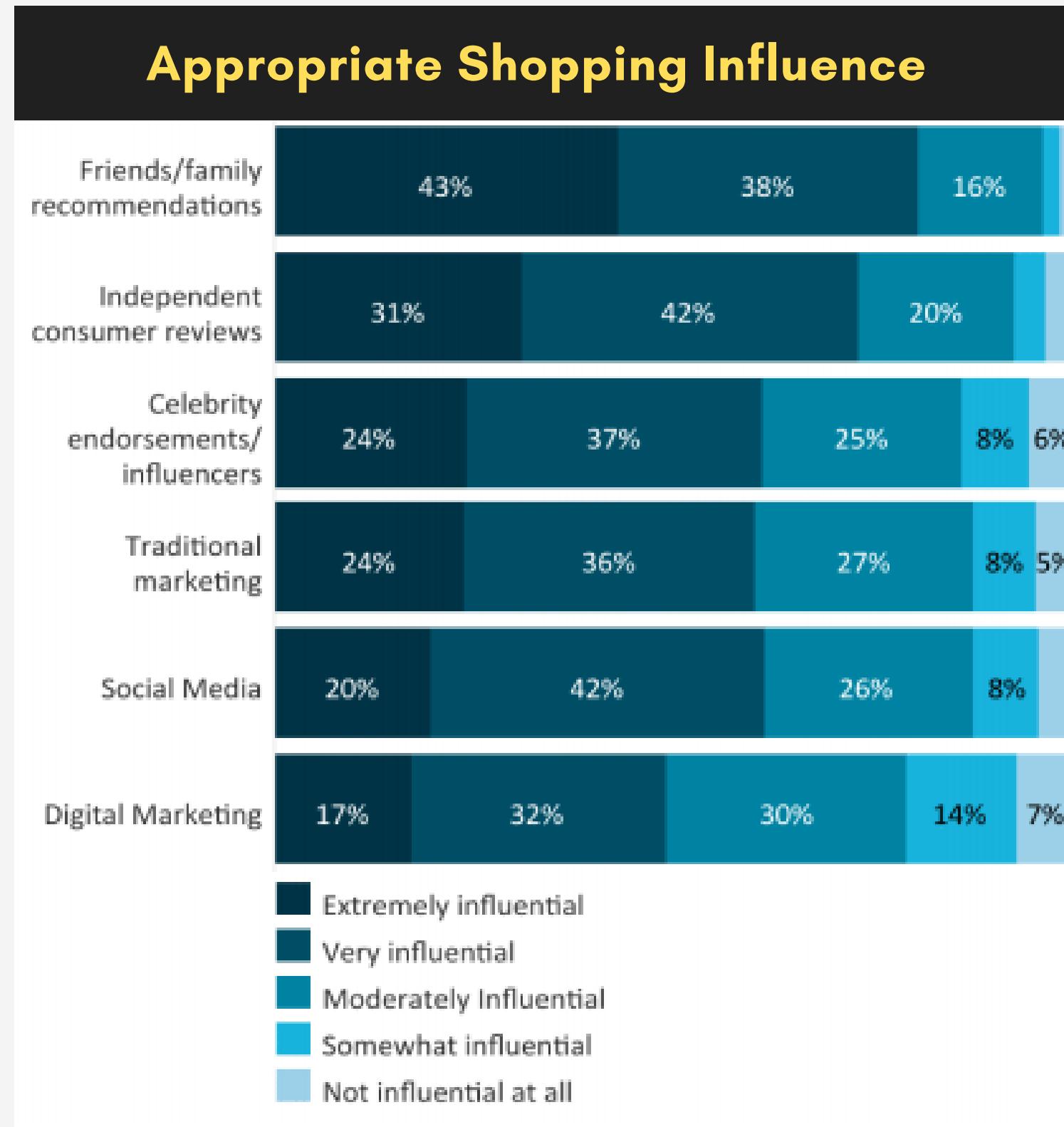


Implication

Digital Marketing

- Impulsive spenders likely to use electronics devices to research and buy the products

Who are the impulsive Spenders?



1. Friends and Family
2. Consumer Reviews
3. Social Media

Targeting Calculation



Implication:

- A Korean Middle Class Impulsive Spenders, living in urban area



DEMOGRAPHIC

- **Name:** Park Seo-Joon
- **Age:** 23
- **Social Class:** Middle (c)
- **Status:** Single
- **Occupation:** University student
- **Income per month:** 1700 USD
- **Hometown:** Seoul

BEHAVIOR

- Social Media
 - Preferring products and service that are uniquely tailored to me
 - Researching products and services he consumed
 - Interested in the latest trend and try to keep up
- Like to try new products and service
- Lifestyle is a blend of online platforms and services alongside real-life activities

VALUE & MOTIVATION

MOTIVATION

- Seeking varieties of refreshments after a long day of study
- Driven by low prices and good brand.
- Seek convenience in life

VALUE

- Value for money and quality
- Cautious in sharing information online,

PERSONAL VOICE

As I am a university student, every single day I wake up, study and do assignments. it's getting repetitive and boring. I wanted to have new lively experiences that never seen before in Korea and I want to have more options to be chose from.