



# MICROWORKS KOREA

## ● 마이크로웍스 코리아 (주)

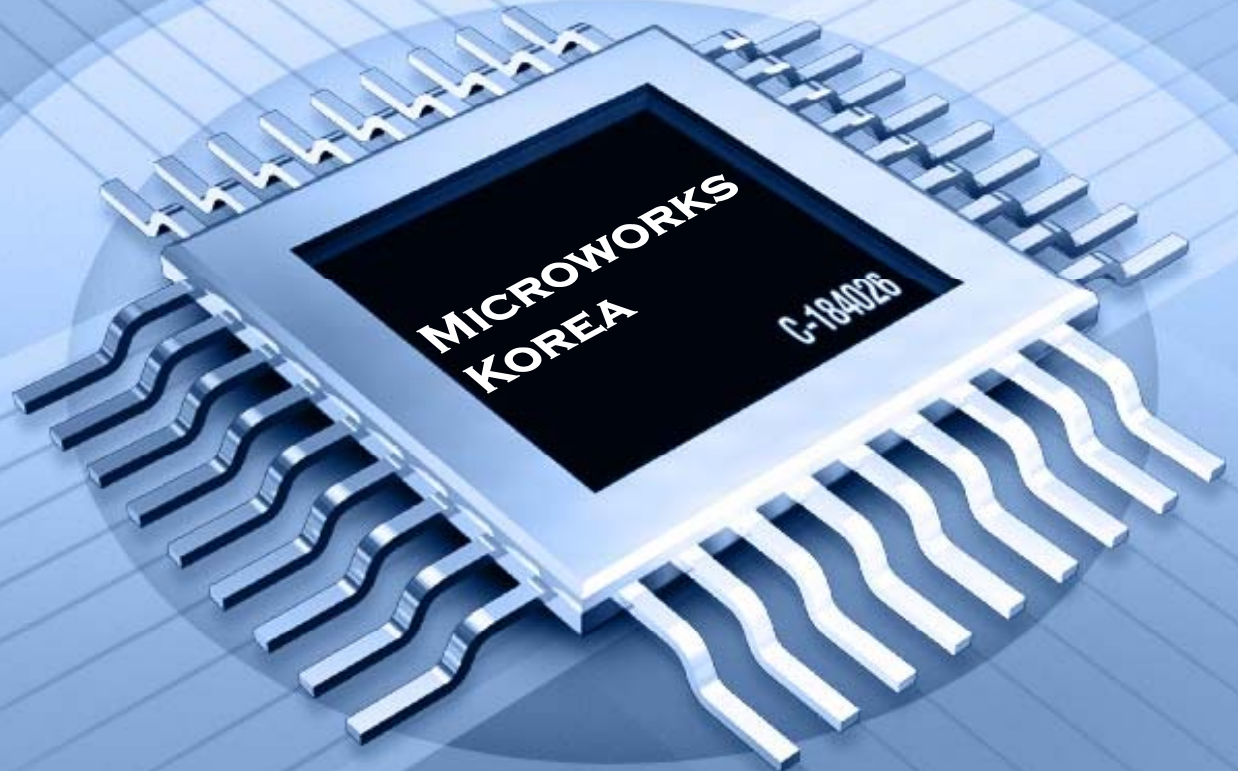
- 주소 : 서울시 양천구 목1동 현대41타워 1407호
- Tel : 02-2168-2606. (Rep)
- Fax : 02-2168-2608
- Website : [www.microworks.co.kr](http://www.microworks.co.kr)
- Branch : Microworks Hong Kong



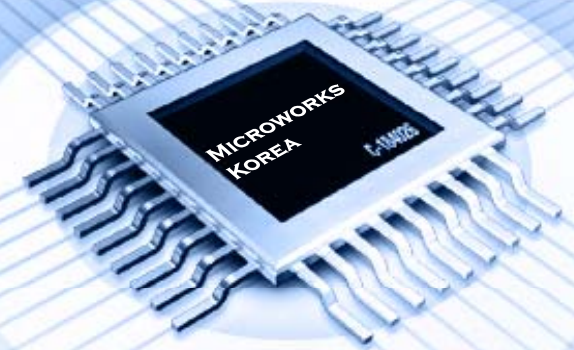
*D-U-N-S Number : 55-780-1135*

*ERAI Certificate# : 727531099-0111*

**Global Sourcing Distributor**



# 마이크로웍스 코리아 (주) 개요



- 회사명 : 마이크로웍스 코리아 주식회사
- 주 소 : 서울시 양천구 목1동 현대41타워 1407호
- Tel : 82-2-2168-2606 (Rep)
- Fax : 82-2-2168-2608
  
- Branch : Microworks Hong Kong (SOURCING & WAREHOUSE)
- Address : #706, 7F, Southseas Centre Tower 2. 75, Mody Rd.,  
TST Kowloon, Hong Kong  
Tel : 852-3913-9531 Fax : 852-3914-8774
  
- Website : [www.microworks.co.kr](http://www.microworks.co.kr)

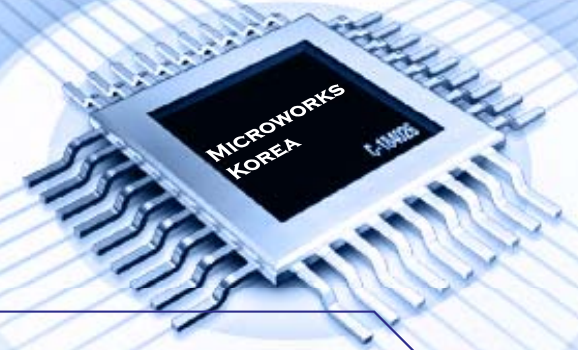
마이크로웍스 코리아(주)는 반도체 전문 유통회사로

한국대리점 및 해외소싱을 병행 하고 있는 회사입니다.





# 연혁



2007. 12.

마이크로웍스 코리아 설립 / 마이크로웍스 타이완 지사 설립

2008. 01.

Brokerforum외 B2B SITE 8개국 회원 등록 (해외 소싱사이트 등록)

2008. 05.

KOREA ELECTRIC TERMINAL / WIFI. GPS MODULE DISTRIBUTOR 계약 체결

2008. 12.

ERAI MEMBER (USA) - GLOBAL SOURCING DISTRIBUTOR 회원 등록

2009. 01.

WINBOND BROKER-DISTRIBUTOR 계약 체결

2009. 03.

ZEMIITZ (Voice chip) - KOREA SOLE DISTRIBUTOR 계약 체결

2010. 09.

마이크로웍스 코리아 주식회사로 법인전환 / DUNS-NUMBER 취득(55-7801135)

2010. 10.

마이크로웍스 홍콩 지사 설립 (SOURCING & WAREHOUSE)

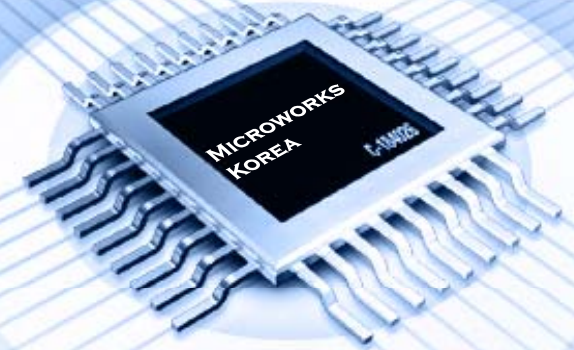
2011. 06.

ASD (AnalogSolutionDevice) DISTRIBUTOR & REPRESENTATIVE 계약체결

2011. 11.

ISO 9001 (품질 경영시스템) 인증 획득

# 목표 & 영업방식



## Distributor 영업

- 5LINE DIST(ZEMIIZ.EON.WINBOND.ASD.MPS) 영업
- ERAI MEMBER로서 국내/해외밴더정보 공유 /ESCROW
- 해외대리점을 통한 가격비교 / 가격 NEGO
- 국내SOLE대리점 과 해외대리점가격비교

## MEMORY OFFER

- Weekly Memory Offer (용량별/브랜드별)
  - 매주 월요일 이메일 발송
- ALL Memory Support
  - Nand. Dram. Nor. Module. Card. SSD



## Global Sourcing Distributor

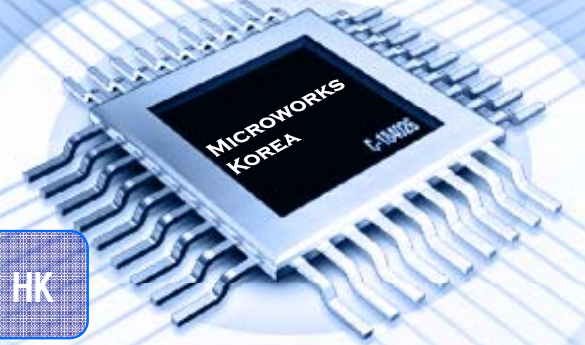
- 긴급자재 Stock Sourcing
- 해외쏘싱팀- 전문인력 5명 구성
- 2500개의 검증된 해외밴더를 통한 구매
- 납기 : 아시아2일 / 유럽.미주- 4일

## STOCK OPEN 매각

- Brokerforum외 8곳 B2B회원등록
- 장기재고 및 불용재고 매각(수출)
- 단종자재 / 국내대리점이 없는 자재 쏘싱
- Application별 공용자재 Offer제시



# 조직 및 영업방식



MICROWORKS KOREA

MICROWORKS HK

SALES 1 TEAM

FIELD제조 영업

SALES 2 TEAM

Memory 영업

BROKER TEAM

유통(수출) 영업

BUYER TEAM

내자/외자 구매

ACCOUNTING

수출입 송금/자금

## 1) 구매 방식

- 전세계 해외대리점/지사를 통한 구매방식으로 국내 대리점과 경쟁
- 정식대리점만 거래 / 생산년도 2년내 제품만 공급
- 전세계 2500군데의 해외 협력 회사와의 정보 교류 및 물류 지원

## 2) 영업 방식

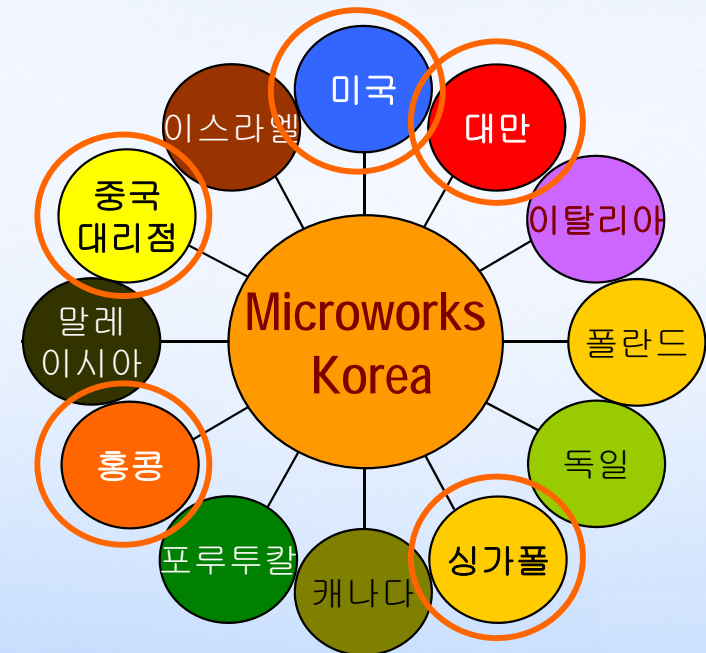
- 스캐줄 발주 정상납기 진행 [NCNR] : 6개월 ~ 1년
- Stock Sourcing [긴급 Delivery] -긴급자재
- Weekly Memory Offer 발행 [국내/해외 가격동향]
- 맞춤형 견적 : 사용중인 자재에 대한 견적작업 [BOM작업]

## 3) 당사의 최종 목표

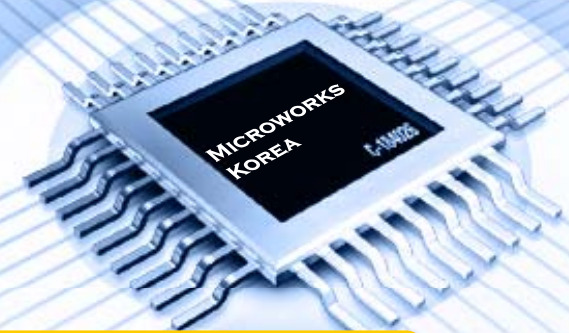
- 국내 대리점 가격보다 **M/C 10% 절감** 목표

## 4) 3 GOOD HANDLE

- GOOD PRICE. GOOD DELIVERY. GOOD QUALITY.



# Target Market & Promotion 4단계



## Major Market

DVR POS PDA BLACKBOX VOIP CARD-READER ATM GPS DMB

## Sub Market

H/NETWORK LCD SET-TOP-BOX WIFI GATE WAY NETWORK

## Other Market

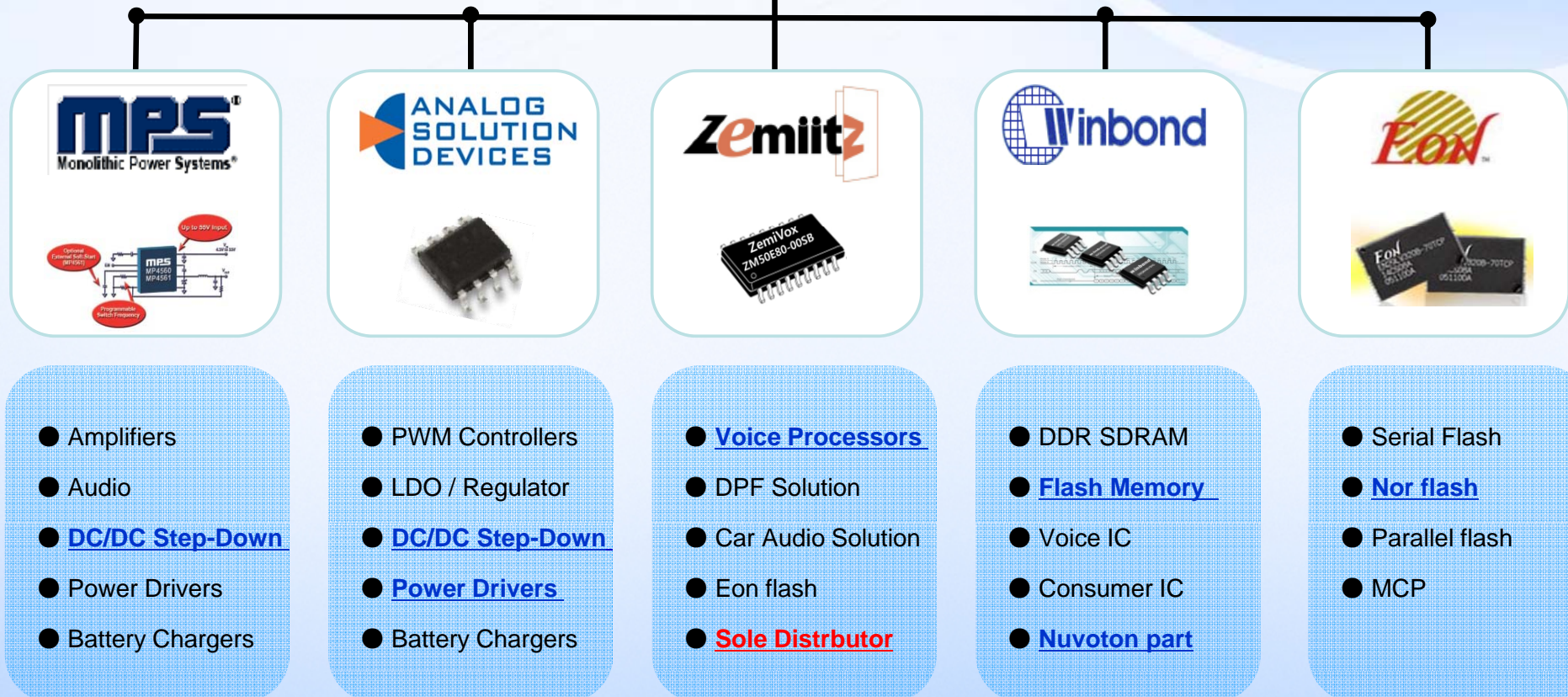
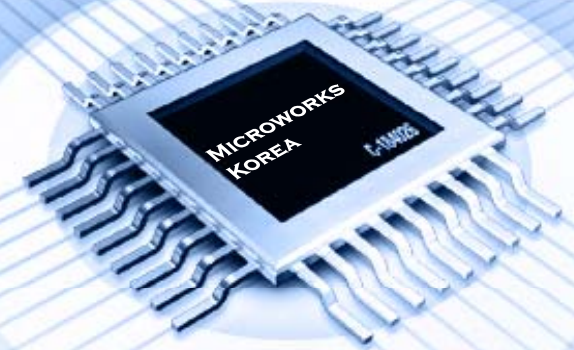
Broker. Export (미주/유럽). Samsung MCU (4.8.16.32 비트) - Soft ware

## - PROMOTION 4단계 -

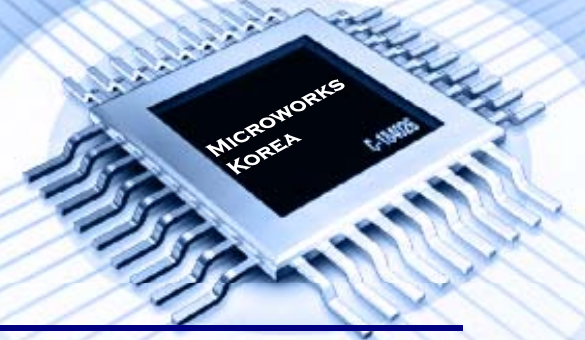




# Distributor 영업



# Line Card



## Disty Line



## Major Manufacturers Line

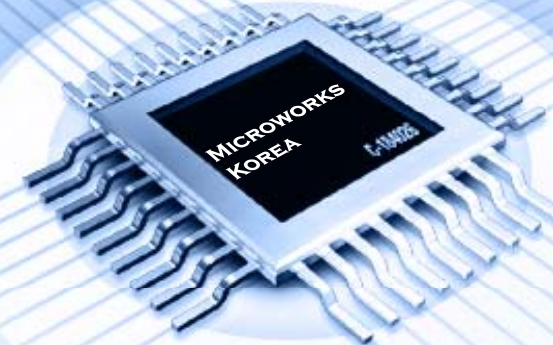


## Memory Manufacturers Line



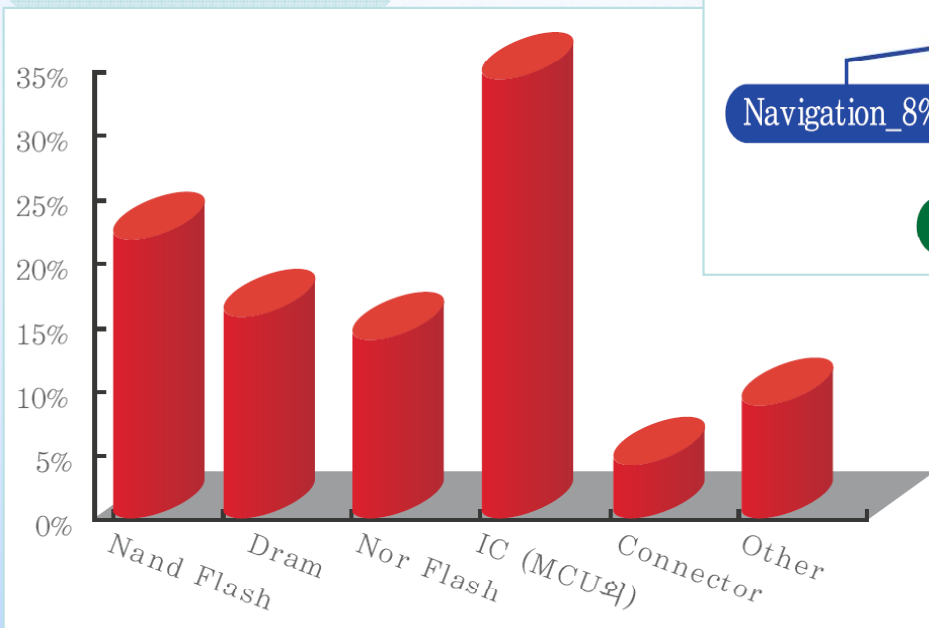


# Application & Market

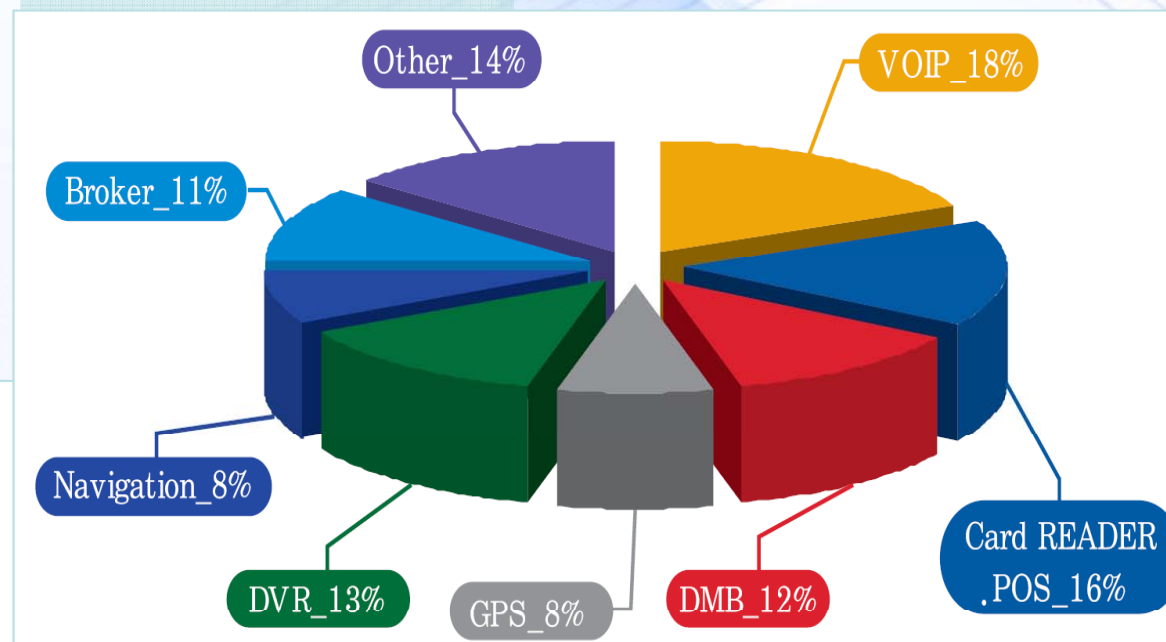


2010년 기준

## MARKET RATE



## APPLICATION RATE



- Memory : 40%
- IC (MCU) : 40%
- Other : 20%

- Customer : 80%
- Broker : 11%
- Export : 9%

# 보유장비 및 RMA분석



전자 현미경



반도체 진공패킹기



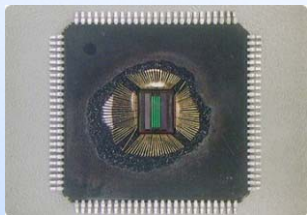
2D/QR 바코드리더기



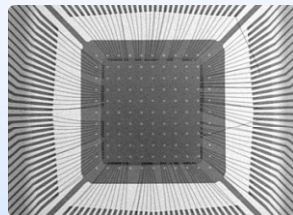
DSLR 카메라

※ 마이크로웍스 코리아는 모든 제품 입고시 제품사진 및 라벨을 사진찍어 LOT관리 하고 있습니다.

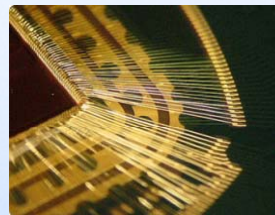
RMA 발생시 원인규명을 위한 불량 분석 시행 / Decapsulation. X-ray. Optical Inspection. bench test



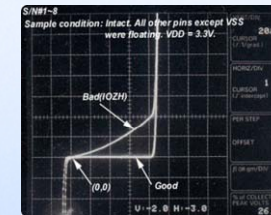
Decapsulation



X-ray 검사



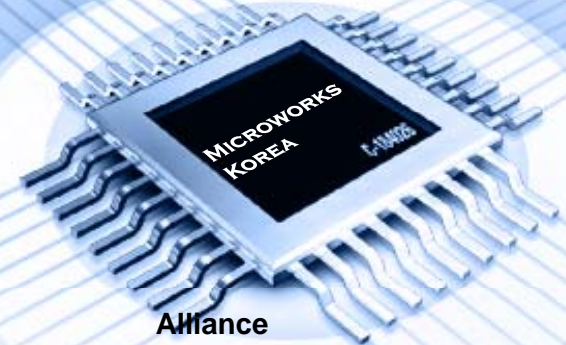
Optical Inspection



Electrical bench test



# Other Manufacturers



Actel	Advances Micro Devices	Allegro	Allegro	Alliance
Altera	<b>Analog Devices</b>	AT&T(obs)	Benchmark	Chips&Technologies
Avantek	Brooktree	Burr Brown	CMD	<b>Catalyst Semi</b>
Cherry Cemi	Excel Micro	Crystal Semi	GTE/Mitel	<b>Cirrus Logic</b>
Elantec	G.E(obs)	<b>Dallas Semi</b>	C-Cube	<b>Atmel</b>
Exar	<b>Fairchild</b>	Fujitsu	GEC Plessy	General Instrument
Goldstar	Harris Semi	Hewlett Packard	Hitachi	Hyundai
IBM	<b>Intel</b>	International Rectifier	IPS	Isocom
ITT	<b>Lattice Semi</b>	Level One	Linear Tech	Logic Devices
Lucent Tech	<b>Macronix</b>	Maxim	Micrel	Micro Linear
Micro Power	<b>Microchip Tech</b>	Mitel Semi	<b>Mitsubishi</b>	Mosel/Vitellic
Monolithic Memories Inc.	Mostek(obs)	<b>Motorola</b>	<b>National Semi</b>	NCR(obs)
NEC Electronics	NMB Technologies	<b>Oki Semi</b>	Panasonic	Paradigm
Performance	<b>Pericom</b>	<b>Philips Semi</b>	Plessy(obs)	PMC/Sierra
PMI(obs)	Quality Tech	Raytheon Semi	Silicon General	Rockwell Rohm
<b>Samsung Semi</b>	Sanyo Semi	Seeq Tech	Seiko Instrments	Standard Micros
<b>SGS Thomson</b>	<b>Sharp Micro</b>	Siemens	Signetics(obs)	Telecom Semi
Silicon Systems/TDK	<b>Siliconix</b>	Smos	<b>Sony</b>	Vitellic/Mosel
Startech	Supertex	Symbios Logic	Teccor	
Teledyne(obs)	Teltone	<b>Temic</b>	Texas Instruments	
<b>Toshiba</b>	TRW	UMC	Unitrode	
VLSI	Wafer Scale	Weitek	Western Digital	
<b>Winbond</b>	<b>Xicor</b>	<b>Xilinx</b>	Zetex	<b>Zilog</b>

# Global Sourcing Distributor [Location]



## Europe

- Finland
- France
- Germany
- Holland
- Italy
- Poland
- Russia
- Spain
- Turkey
- UK
- Ukraine

## Asia

- Beijing (China)
- Chungching (China)
- Guandong (China)
- India
- Israel
- Japan
- Korea
- Shandong (China)
- Shanghai (China)
- Shanshi (China)
- Singapore
- Taiwan
- Xiamen (China)

## America

- Argentina
- Brazil
- Canada
- Colombia
- Chile
- Mexico
- USA West
- USA East

## The Others

- Australia



## MICROWORKS KOREA

서울시 양천구 목1동 917-9 현대41타워 1407호(158-723)

TEL. 02-2168-2601(Rep) / 070-7568-2607(Voip) FAX. 02-2168-2608 E-mail. sahn@microworks.co.kr

## MICROWORKS HONG KONG

Unit 706, 7/F, South Seas Centre Tower 2, No.75 Mody Road, Tsim Sha Tsui, Hong Kong

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