

# Company Analysis: Talk To Me In Korean

## The Core Business

Talk To Me In Korean (TTMIK) is a start-up company that has been teaching Korean for more than a decade. The main purpose of the company is to provide interactive online courses and immersive book materials at all different levels for Korean learners around the world.



# Business Dimensions

## Customers

Korean learners worldwide (individuals, schools, and language institutions).

1

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## Products

Online courses (from beginner to advanced); book materials available in multiple formats (paper, audio, and e-book) covering grammar, vocabulary, situational Korean, and practice workbooks.

## Instructors / Content Creators

Teams of Korean/English language experts, designers who make the content interactive and engaging, and developers who maintain the website and mobile app.

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## Regions

International, with learners from Asia, Europe, the Americas, Africa, and beyond.

## Revenue

Book sales, course subscriptions (monthly and annually), YouTube channel memberships & content monetization.

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## Technology

Learning available on the official website, a youtube channel, and the new mobile app Seyo.

## Engagement

Course level completion, interaction with quizzes and practice, time spent on videos.

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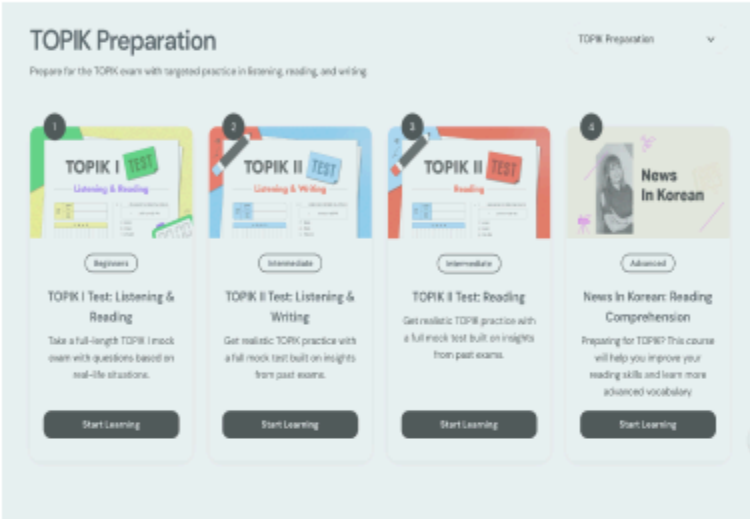
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## Community / Support

Online forums, Q&A sections, and social media engagement (YouTube and other platforms) comments.



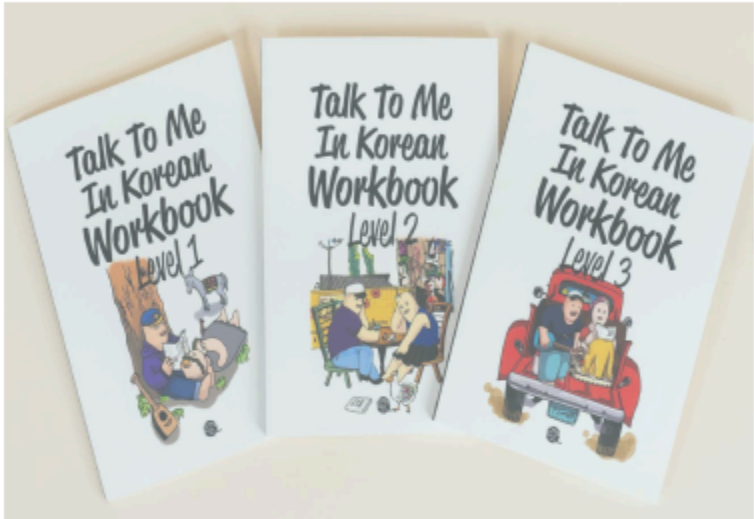
# The decision-making needs of management



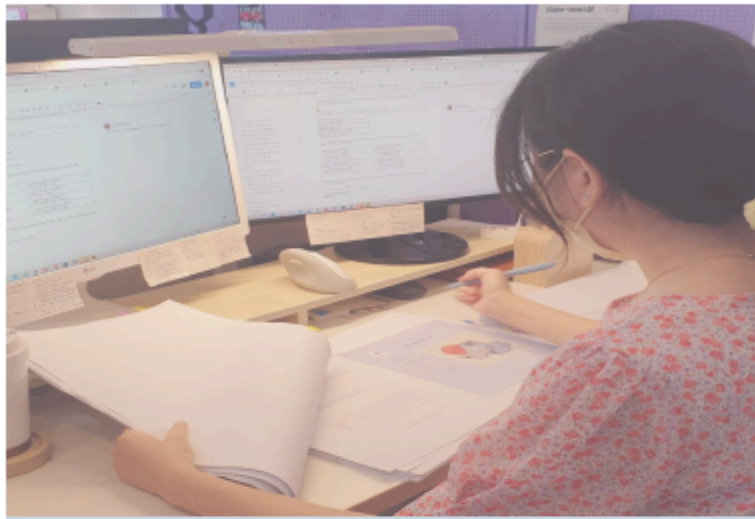
Which courses attract the most learners?



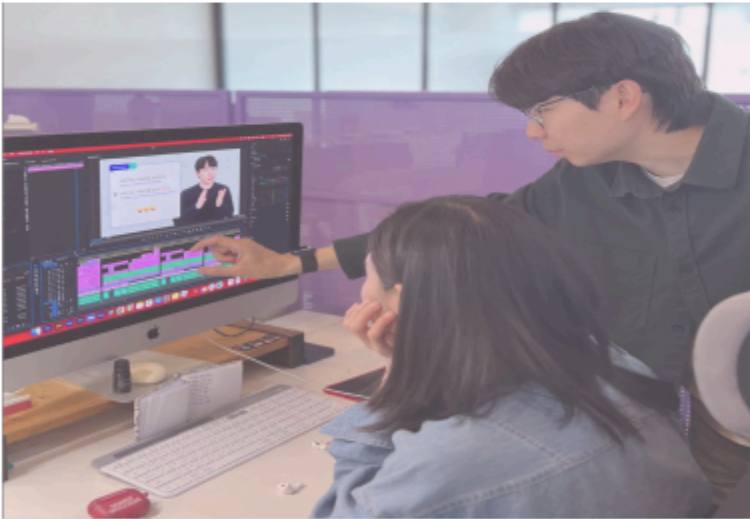
Which books are bestsellers, and which formats (paper/audio/e-book) generate the most profit?



Are there seasonal trends in sales and subscriptions (e.g., TOPIK exam seasons, holidays)?



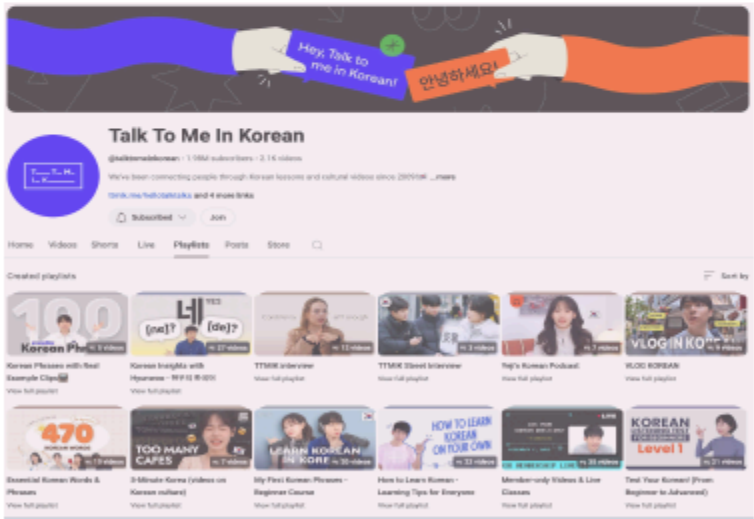
How effective are the different marketing channels in bringing new learners and converting them into paying customers?



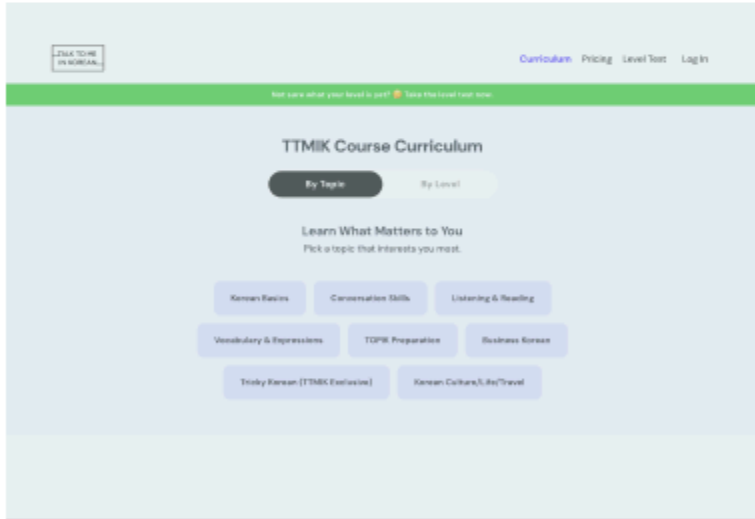
How do learners engage with the platform?



Which instructors or course formats deliver the highest learner satisfaction?



How valuable is YouTube membership compared to other revenue streams?



Should TTMK reconsider offering more freemium courses to attract new users?

# Main KPIs

1

## Customer Retention Rate

% of learners who renew their subscription.

2

## Level/Course Completion Rate

average % of lessons completed per enrolled course.

3

## Book Sales Growth Rate (by format)

percentage increase in book sales, segmented by paper, audio, and e-book.

4

## YouTube Membership Revenue Contribution

% of total revenue generated from YouTube memberships.