

Not p.1

International Marketing



Cute!

G10- Group Chill Guys

- 企管二 S1263060 Penny
- 企管二 S1263061 Yuki 2
- 企管二 S1263062 Rina
- 國四甲 S1042037 Hayley
- 英語四 S1041056 Ian

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1. Introduction

鹿篙 coffee is grown in 魚池 Township, 南投, in central Taiwan. With the mild climate and well-drained soil, the region provides an ideal environment for growing both coffee trees and black tea. The coffee is classified into five distinct flavors, all featuring a medium roast. It offers a fragrant of floral and fruity aromas, delivering a smooth and balanced taste. Our report focuses on the economic and cultural environment of South Korea, providing valuable insights to help us position and promote this drip coffee to our target market.

2. Objectives

- I. Exploring key aspects of South Korea's economy.
- II. Gaining insights into the preferences and behavior of our target audience in Korea.
- III. Discovering traditional Korean culture and local customs.
- IV. Observing the daily life in Korea



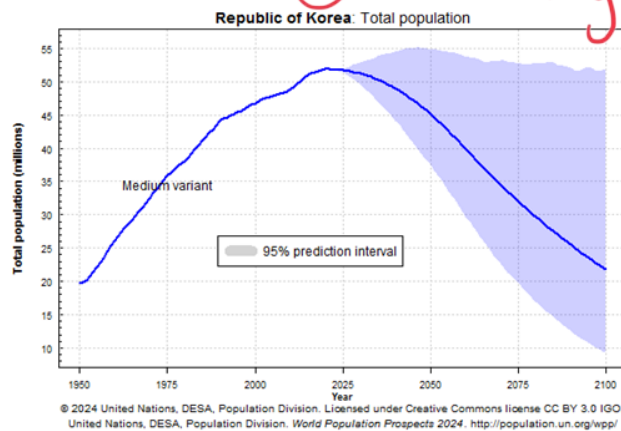
3. Economic Environment of South Korea

3.1 Population

1. Total Population

As of 2024, South Korea has a population of approximately 51 million people. However, due to the declining birth rate, the population is expected to **decrease** in the future.

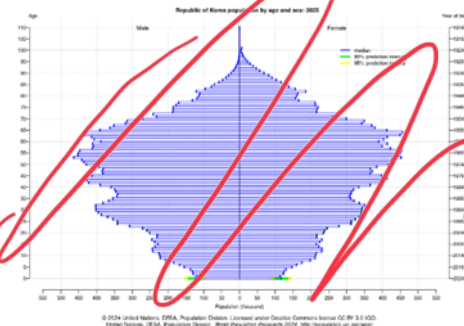
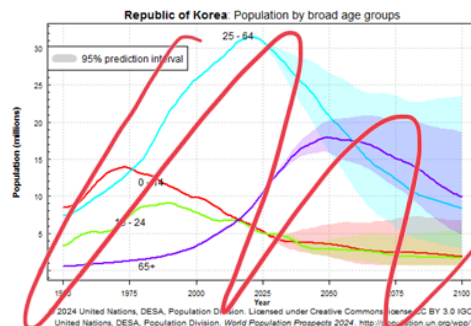
Figure X —



2. Age and Gender Distribution

The population is **aging**, with a declining birth rate. The largest demographic group is between the ages of 20-39, and there is a slightly higher number of females compared to males.

Can you read this?



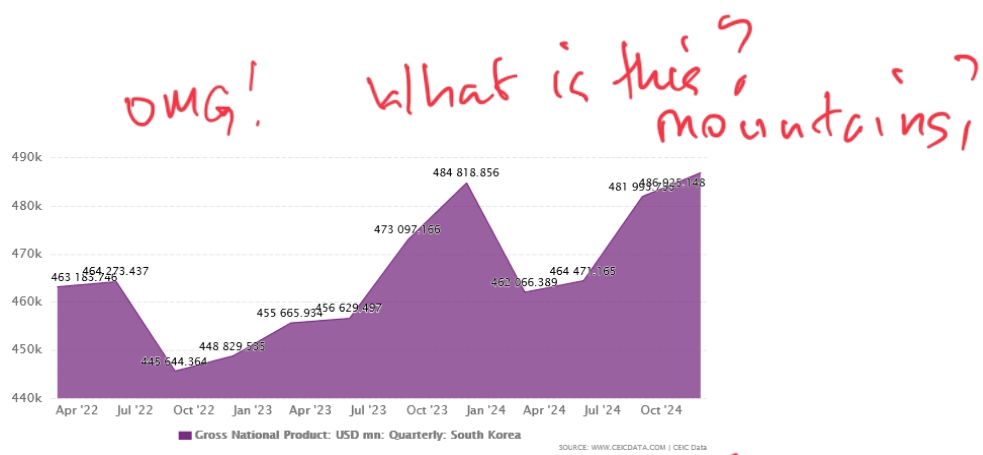
3. Geographic Distribution

The population is highly urbanized, with over 81% living in urban areas. Major population centers include Seoul Capital Area, which accounts for nearly half of the total population, followed by cities like Busan, Incheon, and Daegu.

● Economic Statistics

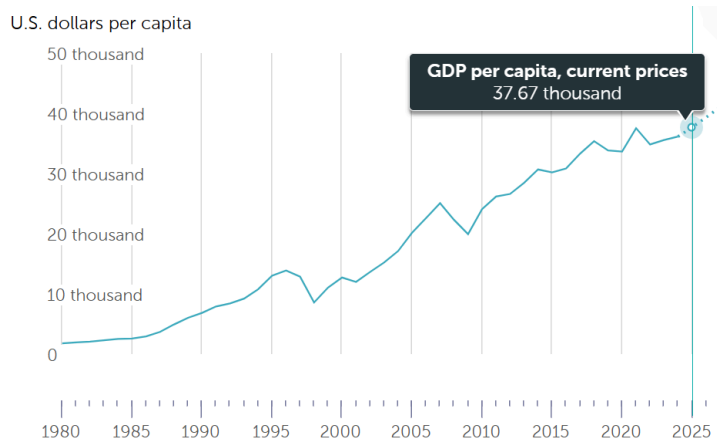
1. Gross national product

South Korea's Gross National Product (GNP) was reported at 486.925 billion USD in Dec 2024.

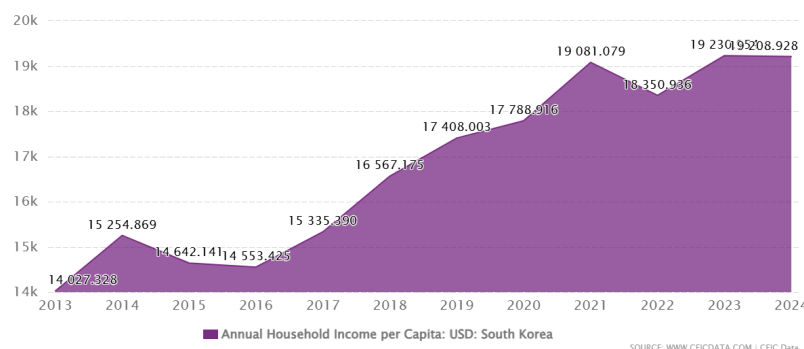


2. Income per capita & family income

The Gross Domestic Product (GDP) per capita in South Korea was last recorded at 36.13 thousand USD in 2023. In 2024, South Korea's GDP per capita reached 37.67 thousand USD, indicating steady economic growth.



South Korea Annual Household Income per capita reached 19.2 thousand USD in Dec 2024. Compared to last year's 19.23 thousand USD, this year saw a decrease of approximately 0.11%.



3. Distribution of wealth

In 2024, the top ten percent of households in South Korea owned about 44.4 percent of total household net worth, while households in the lowest wealth decile owned minus 0.1 percent. The average net

worth of households in the top wealth decile was about two billion South Korean won.

- **Transportation**

1. **Types of Transportation:**

- A. High-speed rail (KTX)
- B. Subway systems in major cities
- C. Public buses and taxis
- D. Expressways and national highways
- E. Incheon International Airport (global hub)

2. **Quality:**

The transportation infrastructure is rated among the best in Asia. KTX trains run at speeds over 300 km/h, and Seoul's subway is known for its efficiency, cleanliness, and punctuality. The Global Competitiveness Report (WEF) ranks South Korea's transportation infrastructure in the top 20 globally.

- **Communication and internet**

1. **Types:**

- A. Mobile networks (4G, 5G)
- B. Fiber-optic broadband
- C. Wi-Fi coverage in public areas
- D. Landline phones

2. **Quality:**

South Korea is a world leader in internet speed and connectivity. Over 95% of the population has internet access. It was the first country to roll out 5G nationally, with average mobile internet speeds among the highest in the world.

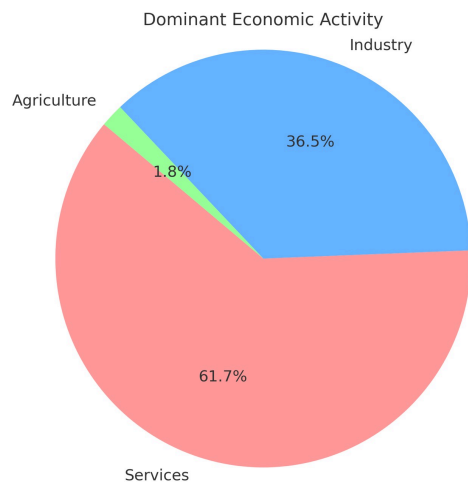
- **Dominant economic activity**

1. **Services(61.7% of GDP):** Finance, education, tourism, healthcare, entertainment (K-pop, K-drama, gaming).
2. **Industry(36.5% of GDP):** Semiconductors, electronics, automobiles, steel, shipbuilding.

wasting space.

OK

3. Agriculture(1.8% of GDP): Mostly rice and vegetables



- Currency

1. **Currencies Used:** ~~New Taiwan Dollar (TWD), South Korean Won (KRW)~~ ✓

2. **Exchange Rate:** 1 TWD = 47.67 KRW

- Trade Restrictions ✓✓

South Korea has strict regulations on imported food products, including coffee. All food items must comply with the **Food Sanitation Act** and the **Special Act on Imported Food Safety Management**.

1. South Korean Food Import Regulations

- (1) Product Registration & Import Approval ✓

- (2) Ingredient & Food Safety Requirements

- (3) Labeling Requirements

2. Tariffs & Customs Clearance

3. Import Clearance Process

- (1) Importers must register for food import approval (required for first-time imports).

- (2) Goods arrive at port and go through customs declaration.

unleaved format.

(3)The Ministry of Food and Drug Safety (MFDS) conducts food safety inspections (which may include ingredient analysis and labeling checks).

(4)If the product meets regulations, it is released for sale in the market.

4. Recommendations & Countermeasures

(1)Ensure compliance with **South Korean food regulations** to avoid import rejections.

(2)Collaborate with **local importers or trade partners** to streamline the process and meet labeling & food safety standards.

(3)Utilize **FTA benefits** and apply for a certificate of origin to reduce tariff costs.

(4)For small-scale sales, consider **cross-border e-commerce**. However, for large-scale imports, consult **Korean food law experts or customs brokers** to ensure smooth clearance and sales.

● Distribution Channels

1. **Coffee vending machines**
2. **Independent small retailers**
3. **Coffee chain stores**
4. **Korean cultural or specialty stores**
5. **Online platforms & e-commerce retail**

percentage

Pricing Strategies

Common pricing strategies include:

1. **Cost-Plus Pricing** – Adding a fixed markup to the cost.
2. **Competitive Pricing** – Setting prices based on market competitors.

3. **Value-Based Pricing** – Pricing based on perceived customer value.
4. **Psychological Pricing** – Using pricing techniques to influence perception.
5. **Tiered Pricing** – Offering different pricing levels for different segments.
6. **Seasonal/Promotional Pricing** – Adjusting prices for seasonal demand or promotions.

Main Payment Methods

- **Cash**
- **Credit cards**
- **Bank electronic payments**
- **Third-party mobile payment platforms**

Market Push & Pull Factors

Push Factors (Supply-Side Influences)

- **Industry Competition & Innovation:** High number of coffee shops, fierce brand competition drives quality improvement and innovation.
- **Technology & Product Evolution:** Instant coffee, specialty coffee, and hand-drip coffee advancements diversify the market.
- **Free Coffee Culture:** Widespread free coffee machines in restaurants increase accessibility and expand the market.
- **Global Brand Influence:** Competition between global brands like **Starbucks** and local brands fuels market expansion and product variety.

Pull Factors (Demand-Side Influences)

- **High Coffee Consumption Demand:** Transition from **elite beverage** to **mass-market essential**; high per capita coffee consumption stabilizes the market.
- **"Ppalli Ppalli" (빨리 빨리) Fast Culture:** Instant coffee's convenience aligns with South Korea's fast-paced lifestyle.

- **Social & Cultural Symbolism:** Coffee evolved from a **luxury drink** to a **symbol of intellectuals**, and now an essential part of **modern social culture**.
- **Lifestyle Changes:** Shift from **post-meal scorched rice soup (송뽕)** to **coffee** as the preferred meal-ending drink.

● Media Landscape

Main Media Forms

- **Internet**

Social Media Usage in South Korea

Most frequently used social media platforms in South Korea:

1. **YouTube** – 85.9% penetration rate
2. **KakaoTalk** – 80.1%
3. **Instagram** – 57.5%
4. **Facebook** – 55.4%

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Culture of South Korea

● Geography

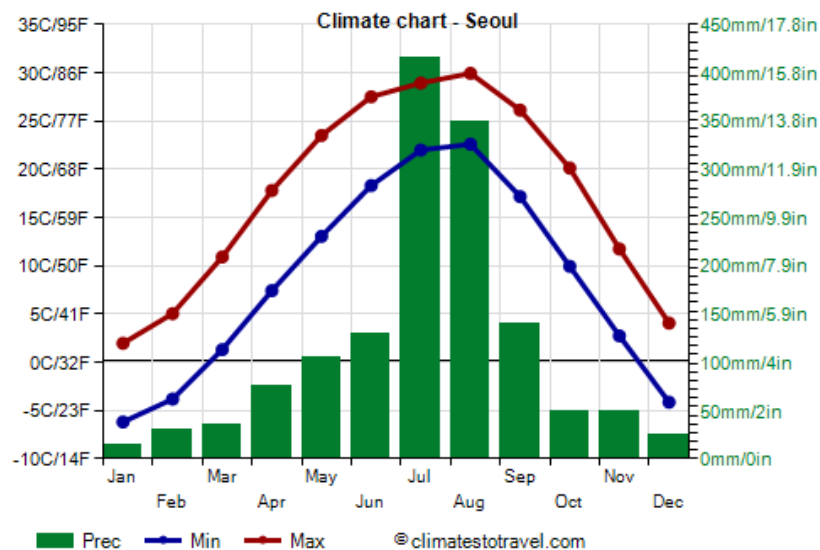
1. Location

An extension of the eastern side of the Eurasian continent, Korea is a relatively small though prominent peninsula. The demilitarized zone (DMZ) divides the peninsula by separating North Korea (Democratic People's Republic of Korea) from South Korea (Republic of Korea). The DMZ is a temporary political boundary formed by the Korean Armistice of 1953, which ended the hostilities of the Korean Conflict (1950–1953). South Korea divides itself politically into nine provinces and six special cities.



2. Climate

Located in the temperate zone, South Korea is known for its four distinct seasons. The winter season is typically cold and dry, while summer is generally hot and humid with a lot of rainfall. Spring and autumn are mostly dry and clear. The average annual temperature stands at around 13 degrees Celsius and ranges from 10 to 16 degrees Celsius depending on the region. South Korea belongs to a relatively humid region, having significantly more precipitation than the global average. Precipitation is mostly concentrated in the summer months.



OK

I can read this

- **Social Sinstitutions**

- 1. Family Roles & Shifts in Family Structure**

In a traditional Korean family, the father is dominant, the mother is home-centered and devoted to raising her children. It is customary for the eldest son became the head of the family upon the death or incapacitation of the father. He will to oversee all family matters and for the younger generation to follow the teachings of elders. Confucian filial piety has long been considered a measure of character and elders consider it their duty to teach the young their duties and manners.

In modern society, increasing female workforce participation and shared parenting duties reflect a shift toward more equal and flexible roles. Due to urbanization and modern lifestyles, the traditional extended family model has shifted to smaller nuclear families. Rising numbers of single-person households and delayed marriages indicate a move toward more diverse and individualized family forms.

- 2. Educational Attainment**

South Korea has one of the most educated populations worldwide, with the highest share of individuals holding tertiary degrees. This demonstrates the country's long-standing commitment to education, which is widely seen as a cornerstone of personal development and a critical driver of economic growth. As a result, the government has made significant investments in higher education institutions to promote academic excellence and maintain international competitiveness. However, despite these achievements, the system faces significant challenges, including intense academic pressure , a highly competitive environment and a declining student population due to an aging population.

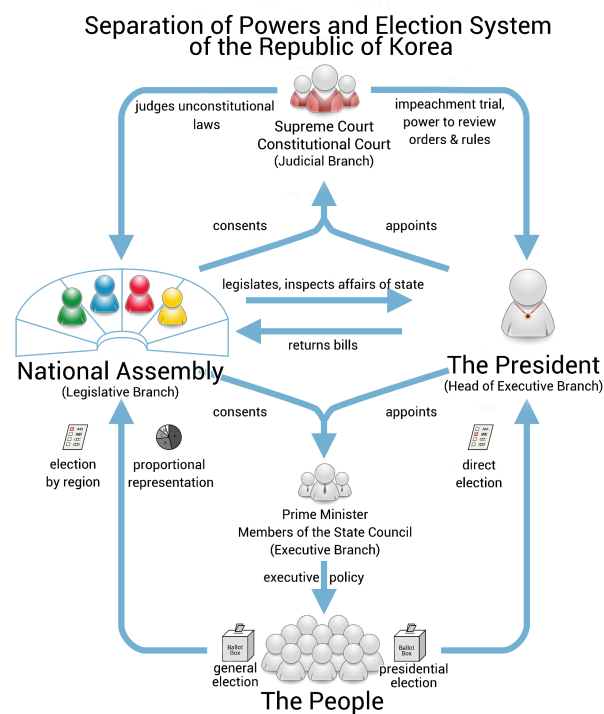
- **Political System**

- 1. Governance Structure & Stability Of The Government**

After military coup, two successive presidents – Park and Chun – focused on the promotion of the country's economic development, while suppressing civil liberties and political freedoms in 1961. The end of authoritarianism in 1987 and the successful transition to a well-functioning democracy. The System of government in Korea is a

pluralistic, democratic and presidential system, the president is elected by popular vote every five years, for one term only. The President Appoints the Prime Minister and has the right to release him from his duties. The president, not only has the right to introduce bills but also has very extensive powers in cases of an emergency.

The legislative branch of government is incarnated by the unicameral Parliament, the Korean National Assembly (NKA). Among its competences is the right to launch an impeachment motion against the president. The parliament consists of 299 members, about 80% of its members are elected directly, others are elected based on a proportional representation system. Despite the fact that the presidential system is prevailing now, yet there is a call to change it to a parliamentary system in order to reduce the absolute power of the president, and to grant the rights of appointing and removing of prime minister to the parliament.



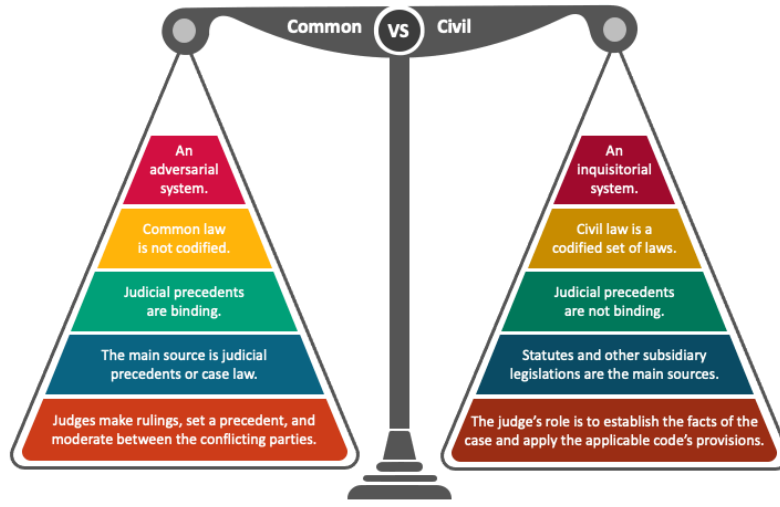
● Legal System

1. **Type of legal system:** South Korea adopts a **civil law system** and absorbs some characteristics of the **common law system**. Its judiciary includes the constitutional court, ordinary courts, and administrative courts. The country has a well-established commercial legal framework, with clear regulations on import trade.

COMMON LAW VS CIVIL LAW

Source: Pediaa.com

Enter your sub headline here



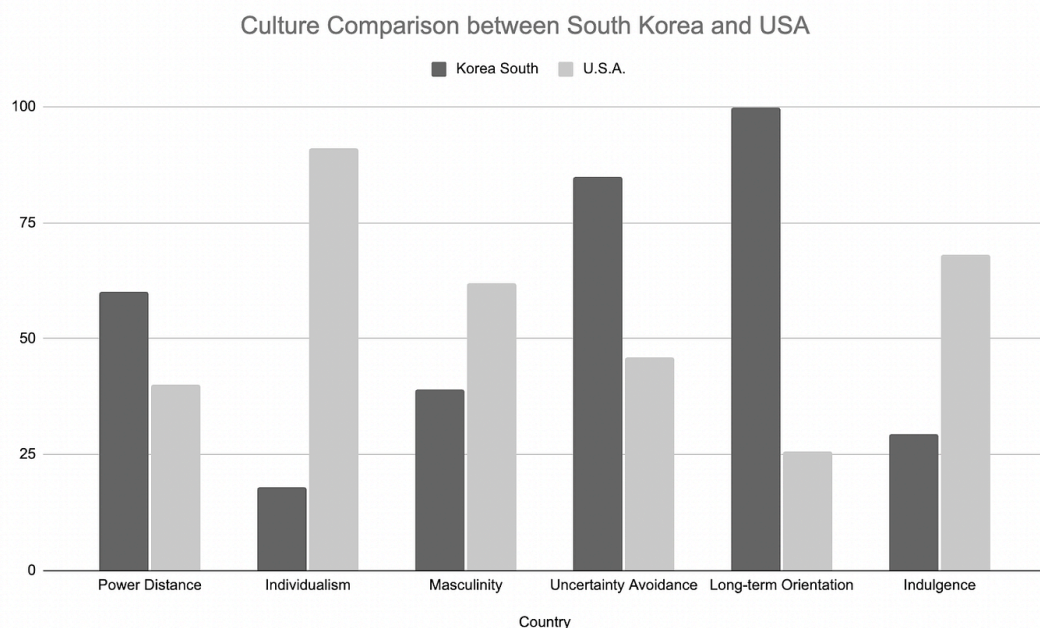
2. **Significance in everyday life:** In South Korea, the legal system greatly influences both consumer behavior and business practices, especially in the food and beverage sector. Consumers are highly aware of laws related to product safety, labeling, and transparency, and expect brands to fully comply. Imported food products are regulated by the **Ministry of Food and Drug Safety (MFDS)** and **Korea Customs Service**, which enforce standards for accurate labeling, expiration dates, origin information, and **no misleading health claims**. Non-compliance may lead to fines, recalls, or market bans. As a result, Korean consumers often check for certifications (e.g., HACCP, organic), and trust brands that meet Korean standards. Legal credibility helps build brand trust and smooth market entry.



● Social Organization

1. **Group Society:** South Korea is a highly **collectivist society**, deeply influenced by Confucian values that emphasize interpersonal relationships,

social harmony, hierarchy, and group belonging. According to **Hofstede's cultural dimensions**, Korea scores very **low in individualism (only 18)**, which reflects its strong preference for collective identity over personal autonomy. In this social structure, individuals define themselves by the groups they belong to—family, workplace, or peer circles—and loyalty to these **groups is highly valued**. Hierarchical relationships based on age and status shape daily interactions, and maintaining harmony within a group (known as *inhwa*) is considered essential. As a result, consumer decisions in South Korea are often influenced by peer approval, social norms, and word-of-mouth within communities. These cultural characteristics have direct implications for the coffee market. To successfully enter the South Korean market, Taiwanese coffee brands should emphasize community, social connection, and shared experience in their branding and marketing. Strategies such as **group promotions** and **collaborations with local influencers or micro-communities** can leverage peer influence and collective trust. Additionally, incorporating premium packaging suitable for **gifting**, promoting the product as a companion in social settings, and aligning with local cultural values can further **strengthen brand acceptance**. In a society where group validation matters, **building trust** through social alignment is key to capturing Korean consumers' attention.



2. **Monocultural Society:** As of the end of 2024, South Korea's foreign population has exceeded **2.65 million**, accounting for **5.17% of the total population**, surpassing the 5% threshold for the first time. This increase brings South Korea close to being defined as a "multicultural society," where foreign-born or multicultural background populations account for over 5% of the total population. However, despite the rise in foreign population, South Korean society is **still deeply influenced by the concept of a**

homogeneous nation. For a long time, South Korea has defined itself as a mono-ethnic country, with its social values, language, education, and policies centered around the Korean ethnic identity. Therefore, while the foreign population is growing, the overall society still faces challenges in terms of cultural integration and acceptance of diversity. Additionally, the **foreign population is mainly concentrated in large metropolitan areas like Seoul and Incheon**, where the multicultural phenomena are more visible. However, in rural areas, the foreign population remains relatively low, and the impact of cultural diversity is limited. Thus, while South Korea may meet the statistical threshold for a multicultural society, it still requires further efforts to promote the integration and acceptance of cultural diversity on a social and cultural level.

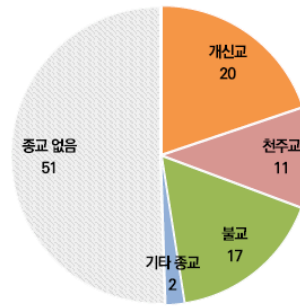
- **Religion**

1. **Dominant religion:** According to the 2024 Religious Awareness Survey in South Korea, over **51% of the population identify as having no religious affiliation**, while the rest are mainly Protestants (around 20%), Buddhists (17%), and Catholics (11%). This indicates a growing trend of secularization in Korean society, especially among the **younger generation—69%** of those aged 18 to 29 report having no religion. This societal backdrop presents a strategic opportunity for coffee brands. With the majority of consumers **not relying on religion for spiritual fulfillment**, coffee products can appeal to secular values such as lifestyle, emotional connection, and mental well-being—fulfilling people's need for comfort and moments of rest in daily life. When entering the Korean market, Taiwanese coffee brands can highlight the following approaches.
 - a. **Slow living and relaxation:** Promote the idea that brewing a cup of coffee is a way to pause and recharge.
 - b. **Companionship and healing:** Position the brand as a comforting presence, whether during solitude or social gatherings.
 - c. **Aesthetics and design:** Focus on packaging, store ambiance, and brand tone to attract consumers who value taste and lifestyle—especially young urban professionals.

SR

2024년 종교인구 비율: 개신교 20%, 불교 17%, 천주교 11%, 종교 없음 51%

(단위 : %)



질문 : 종교가 있으십니까? (있다면 종교는 무엇입니까?)

비고 : 2024년 1월 ~ 11월 총 22회 진행한 한국리서치 정기조사 "여론 속의 여론" 의 종교 응답 통합

응답자 수 : 각 조사별 1,000명, 총 22,000명

조사기간 : 2024년 1월 ~ 11월(각주 1회, 총 22회 진행)

한국리서치 정기조사 여론 속의 여론(hrcopinion.co.kr)

White 51%-No Religion

Orange 20%-Protestant

Green 17%-Buddhist

Pink 11%-Catholic

Blue 2%- Other Religion

- Role of religion in daily life:** In contemporary South Korea, religion plays a limited role in the daily lives of most people, especially among younger generations. While traditional religions like Protestant Christianity, Buddhism, and Catholicism still have a presence—especially among older age groups—more than half of the population (around 51%) reports having no religious affiliation. This secular trend is particularly strong among people under 30, indicating that religion is no longer a central guiding force in everyday decision-making for many. **Religious practices such as regular worship, spiritual rituals, or faith-based lifestyle choices** are not widely integrated into the average person's routine. Instead, modern Koreans often seek meaning, comfort, and emotional balance through secular sources like **self-care, mindfulness, lifestyle aesthetics, and community belonging**. That said, certain religious values such as harmony, respect for elders, and social order—influenced by both Confucian and religious traditions—still subtly shape social behavior and etiquette, especially in family or formal settings.

- Arts

- 1. Dominant types of art

Contemporary Visual & Media Arts

a. Contemporary Art

- Seoul is a growing hub for global contemporary art.
- Major venues: Leeum Samsung Museum of Art, National Museum of Modern and Contemporary Art (MMCA).
- Key artists: Do Ho Suh, Lee Bul, Kimsooja—exploring identity, diaspora, and urbanization.



(The above image is a work by Lee Bul.)

b. K-Pop & Visual Art Integration

- Music videos and live stages incorporate performance art, fashion, digital media



(This photo is a collaborative work between NEWJENAS and Kang Jiung.)

c. Webtoons and Digital Art

- South Korea is a global leader in web comics (webtoons).
- Influences TV and film (e.g., *Itaewon Class*, *Sweet Home*).



(This is a Korean drama adapted from a Korean comic.)

→ Relation to everyday life?

Art is Everyday Life and Korean Art is Lived and Socialized

Aesthetic Daily Life, Art as Social Expression, Art in Public Spaces, Institutionalization

South Korean art is deeply woven into everyday life, reflecting a unique blend of tradition and modernity. Traditional forms like **minhwa** (folk paintings), **hanbok** (traditional attire), **hanji** (Korean paper), and **ceramics** are reinterpreted through modern design and widely used in home décor, fashion, and cultural products. Art influences **social expression**, particularly among younger generations who showcase their aesthetic lifestyles through **SNS platforms**, illustrated bento boxes, hanbok selfies, and visits to art-themed cafés. In urban spaces, **public art installations**, murals, and sculpture parks are common, making art accessible and integrated into city living. The government actively supports this integration through policies like the **Living Arts Fund** and the **Korean Art Bank**, ensuring that culture and creativity permeate communities. Overall, in South Korea, art is not confined to galleries—it's a way of life, a mode of expression, and a vital part of identity, social interaction, and even national branding.



• Living conditions

1. Diet and nutrition

South Korea's dietary culture reflects a unique blend of traditional healthful practices and modern lifestyle challenges. Traditional Korean meals emphasize rice, fermented foods like kimchi, a variety of vegetables, and fish, offering health benefits such as enhanced digestion and balanced nutrition. However, with increasing urbanization and Western influence, modern dietary habits have shifted toward high sodium, sugar, and processed food consumption. According to the Korea National Health and Nutrition Examination Survey (2022), over 74% of the population exceeds the WHO's recommended sodium intake, and calcium and vitamin D deficiencies are common. External dining is frequent, especially among young adults, raising concerns about dietary imbalance. In response, the Korean government has launched multiple public health initiatives, including reduced-salt campaigns, school nutrition programs, and healthy cooking databases to promote better eating habits. As interest in fitness, sustainability, and plant-based diets grows, and with the rise of digital nutrition tools and personalized health apps, South Korea is moving toward a more health-conscious food landscape. These trends also present valuable opportunities for digital platforms and wellness-focused services to support informed, healthier dietary choices.

2. Meat and vegetable consumption rates

According to the latest data, South Korea has shown clear trends in meat and vegetable consumption. In 2022, the average per capita meat consumption reached **58.4 kilograms**, surpassing rice consumption (55.6 kilograms) for the first time—signaling a shift in dietary habits from traditional grains to higher-protein foods. In 2021, the average daily meat intake was approximately **130.5 grams**, indicating steady growth. In contrast, vegetable consumption has remained stable, with per capita intake at **134.8 kilograms** in 2023. Overall, while meat consumption continues to rise, South Koreans still maintain a high level of vegetable intake, reflecting an ongoing emphasis on balanced and healthy eating.

3. Typical meals

South Korea's typical meals are characterized by balance, diversity, and a strong emphasis on communal dining. A traditional Korean meal usually consists of steamed rice, soup or stew, one or two main protein dishes, and multiple side dishes (banchan) such as kimchi, seasoned vegetables, and tofu. Common dishes include **bibimbap** (mixed rice with vegetables and meat), **kimchi jjigae** (kimchi stew), **samgyeopsal** (grilled pork belly),

****gimbap**** (seaweed rice rolls), and ****naengmyeon**** (cold noodles). Fermented foods like kimchi and doenjang are staples, promoting gut health. While traditional breakfasts resemble lunch and dinner in structure, modern breakfasts increasingly feature coffee and toast or cereal. Korean meals emphasize a variety of ingredients and flavors—salty, spicy, sour, and umami—with a high intake of vegetables and fermented foods. However, the frequent use of sauces and seasonings leads to high sodium intake. Overall, Korean cuisine blends nutrition, tradition, and social values, reflecting the importance of food in both health and culture.

4. What type of housing

South Korea's housing landscape is shaped by urban density, economic development, and diverse lifestyle needs. The dominant housing type is the ****apartment****, accounting for around 60% of homes nationwide, especially in urban centers like Seoul. Other common types include ****villas****—small multi-family buildings without elevators, and ****detached houses****—typically found in suburban or rural areas. For low-income individuals, students, and young workers, affordable options like ****goshiwon**** micro-rooms and ****banjiha**** semi-basement units provide basic shelter, though often with limited living conditions. Meanwhile, ****hanok****—traditional Korean houses—are gaining renewed interest for cultural tourism and modern reinterpretation. Public housing also plays a role in providing affordable options through government programs. As single-person households rise and urban housing prices soar, new trends such as ****micro-apartments, co-living spaces****, and ****modernized hanok accommodations**** reflect the evolving diversity and adaptability of Korea's housing market.

• Clothing

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

In South Korea, clothing styles are distinctly shaped by social context, with clear differences between what people wear at home and in the workplace. In professional settings, especially in corporate or formal industries, attire is typically structured and polished—men wear suits or business casual, while women opt for tailored dresses or blouses. Appearance is closely tied to workplace etiquette, with grooming and neat presentation being culturally important. In contrast, at home or during casual outings, comfort and individuality take center stage. People commonly wear cozy loungewear, oversized sweatshirts, denim, or athleisure outfits, often influenced by K-pop trends and social media aesthetics. South Koreans place great value on looking presentable even when casually dressed, reflecting a cultural emphasis on self-image and public perception. This duality of formal

professionalism and expressive casual wear illustrates the balance between social conformity and personal style in Korean daily life.

- **Language**

- 1. Spoken & written languages

In South Korea, there is a clear distinction between spoken and written language, reflecting differences in context, formality, and social norms. ****Spoken Korean**** is informal, flexible, and often filled with slang, abbreviations, and emotion-driven expressions. It commonly uses shortened phrases, foreign words, and sentence endings like "~잖아" or "~거든" to convey nuance and tone. In contrast, ****written Korean**** is more structured, formal, and grammatically complete, often using standardized endings like "~다" or "~습니다", especially in official documents, news, and academic writing. Vocabulary also varies: spoken language favors trend-driven or casual terms, while written language prefers precise, respectful expressions. This linguistic duality reflects Korea's strong cultural emphasis on social hierarchy, respect, and situational appropriateness. Moreover, media platforms like K-dramas and SNS further amplify this divide, with informal speech dominating entertainment, while written norms remain strict in professional settings.

Summary

- **What is important to you from the economic analysis?**
 - 1. Rising per capita income in South Korea indicates increasing consumer spending power. ✓
 - 2. Urban population density enhances marketing and promotional efficiency. ✓
- **What is important to you from the cultural analysis?**
 - 1. The low religiosity among Korean youth presents an opportunity to position coffee drinking as a personal ritual. ??
 - 2. Given Korea's high power distance culture, drip coffee can be positioned as a respectful gift for elders. tea or ?
- **How might the customer make your product part of their lives?**
 - 1. Collaborate with illustrators to add motivational quotes to the packaging.
 - 2. Brewing coffee in the office doesn't interrupt work productivity.

Citation

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1. <https://seoul.embassy.qa/en/republic-of-korea/political-system>
2. [https://www.europarl.europa.eu/thinktank/en/document/EPRS_BRI\(2022\)7335_82](https://www.europarl.europa.eu/thinktank/en/document/EPRS_BRI(2022)7335_82)
- 3.

Law System:

1. https://www.nyulawglobal.org/globalex/south_korea1.html
2. <https://www.digicomply.com/food-regulatory-bodies-standards-and-authorities/ministry-of-food-and-drug-safety-mfds>

Social Organization:

1. <https://sites.psu.edu/global/2016/09/06/blog-entry-culture-south-korea-a-collectivist-society-in-confucianism/>

2. <https://www.koreatimes.co.kr/southkorea/globalcommunity/20231025/special-report-korean-society-grows-more-diverse-but-still-struggles-with-multicultural-integration>
3. <https://www.koreatimes.co.kr/southkorea/society/20241024/record-high-of-25-million-long-term-foreign-residents-achieved>

Religious

Art

1. https://www.artbasel.com/news/lee-bul-artist-visionary-korea?lang=zh_CN
2. <https://www.herenow.city/seoul/article/studio-v1c3/>
3. <https://zh.wikipedia.org/zh-tw/%E6%A2%A8%E6%B3%B0%E9%99%A2Class>

living condition

1. https://english.hani.co.kr/arti/english_edition/e_national/1078688.html?utm_source=chatgpt.com
2. <https://www.statista.com/statistics/631948/south-korea-vegetable-consumption-per-capita/>

International Marketing

Objective 1

Feedback on country choice

GROUP NAME: Chill Guys

ORGANIZATION:

Report received? Yes All peer reviews? Yes PPT ready? Yes

PRESENTATION START – does it fit with feedback and class review? Yes - solid

Good afternoon! My name is XXXX and these are my team members YYYY, ZZZZ and NNN. The objective of today's presentation is _____. The presentation will last about 10 minutes. Our agenda is in X parts. First . . . Second . . . Let start with, [First agenda point]

PRESENTATION FLOW

General points presentation organization:

- Is there are clear agenda and, so structure? Yes - very clear
- Is there animation? No
- Is the style consistent e.g., are font sizes the same through the presentation? Choose an item.
- Do team members listen to each other? Choose an item.
- Does this look like a team? Choose an item.

Specific notes on presentation content

Good start – with positive signal. Hayley – you have more you could put in the introduction. “Oh here are the pictures” – only show the picture if you are going to talk about them – otherwise why are they there (think Steve Jobs) I’m so nervous... no no no. This is forbidden. You are doing great – lots of energy it is clear and you have a lot of enthusiasm. That nervous energy is actually helping your performance.

Yuki smiled – happiness! I’m also happy to hear you present today – well done. Keep going.

Ian – no religious belief (check vocab – aetheist) Make the conclusion more punchy.

FEEDBACK ON THE REPORT

Overall:

Attractive cover page Yes Table of contents Yes Introduction Yes Objectives Yes Conclusion No

Summary feedback on the report:

International Marketing

Objective 1

Feedback on country choice

How long is this report supposed to be?

There is much information in the report. However, the presentation is very uneven leading to a lack of clarity. The beginning is strong with a good introduction and clear objectives. Then there are some sections that have weird spacing followed by super dense sections of information. So in the end I end up with a picture of Korea however I miss much clarity about how coffee fits into their lives. This is not helped by missing a section on the day-in-the-life of your potential customer that could focus on how coffee actually fits into customers lives. So focus on this aspect to get more clarity about your consumer and their coffee consumption habits. This will then help you focus as you go to the next stage of segmenting, and targetting.

85%