

# 판매계획표 Sales Plan

2019년 5월 14일    기획자 :대표김성필  
May 14, 2019    Planned by: CEO Kim, Seong-pil

## Oak smoked salt & oil (참나무훈제소금&훈제식용유)

구분 Classification	순번 No.	판매업소명칭 Business name	판매방법(비고) Sales method (remarks)
<b>B2B</b>	1	수출 (전세계) Export (worldwide)	국외, 국내전시회참가/바이어발굴이메일보내기 To participate in national and international exhibitions To send emails to explore potential buyers
	2	(김) 가공업소 (전국) (dried laver) processors (nationwide)	국내업체명단조사 /유능한판매사원, 회사판매 To list domestic businesses (market research) Competent sales representative and company to sell
	3	순대공장 (전국) Sundae plants (nationwide)	국내업체명단조사, 유능한판매사원, 회사판매 To list domestic businesses (market research) Competent sales representative and company to sell
	4	간고등어(어류) (전국) Salted mackerel (fish) (nationwide)	국내업체명단조사, 유능한판매사원, 회사판매 To list domestic businesses (market research) Competent sales representative and company to sell
	5	육포(돼지, 소) Jerky (fork, beef)	국내업체명단조사, 유능한판매사원, 회사판매 To list domestic businesses (market research) Competent sales representative and company to sell
	6	젓갈류(명란, 창난, 기타) Picked fish (salted pollack roe or sauced intestine, others)	국내업체명단조사, 유능한판매사원, 회사판매 To list domestic businesses (market research) Competent sales representative and company to sell
	7	절임 (전국) Salted food (nationwide)	국내업체명단조사, 유능한판매사원, 회사판매 To list domestic businesses (market research) Competent sales representative and company to sell
	8	장류 (전국) Fermented bean paste (nationwide)	국내업체명단조사, 유능한판매사원, 회사판매 To list domestic businesses (market research) Competent sales representative and company to sell
	9	치킨 (튀김닭) (전국) Chicken (fried chicken) (nationwide)	체인점으로추진 (스폰서영입추진) /브랜드화 To operate franchises (attract sponsors) To develop a brand
	10	김치공장 (전국) Kimchi plant (nationwide)	국내업체명단조사유능한판매사원, 회사판매 To list domestic businesses (market research) Competent sales representative and company to sell
	11	선물용 A, B, C, 판매 Gift set A, B, C	주문생산회사, 납품업자 Make to order company, supplier
	12	떡공장, 제빵, 제과 Rice cake plant, confectionery and bakery	국내업체명단조사유능한판매사원, 회사판매 To list domestic businesses (market research) Competent sales representative and company to sell
	13	기타수요처를발굴한다 Explore other markets	회사, 유통업자 Company, distributor
<b>B2C</b>	1	등산 (전국) Hiking (nationwide)	자료조사입구마트/ 회사유통업체공급 Data research at discount retailer's entrance Company and distributor to supply
	2	낚시 (전국) 낚시점	자료조사입구마트회사유통업체공급

<b>B2C</b>		Fishing (nationwide) fishing store	Data research at discount retailer's entrance Company and distributor to supply
	3	캠핑 (전국) Camping (nationwide)	자료조사입구마트회사유통업체공급 Data research at discount retailer's entrance Company and distributor to supply
	4	펜션 (전국) Pension (nationwide)	자료조사회사, 유통업체공급 Data research / company, distributor to supply
	5	식육점 (전국) Meat seller (nationwide)	자료조사회사, 유통업체공급 Data research / company, distributor to supply
	6	백화점, 마트 (전국) Department store, discount retailer (nationwide)	자료조사회사, 유통업체공급 Data research / company, distributor to supply
	7	재래시장튀김 (전국) Traditional market fried food (nationwide)	자료조사회사, 유통업체공급 Data research / company, distributor to supply
	8	순대국밥 (전국) Sundae rice soup (nationwide)	자료조사회사, 유통업체공급 Data research / company, distributor to supply
	9	어류조림 (전국) Braised fish (nationwide)	자료조사입구마트회사유통업체공급 Data research at discount retailer's entrance Company and distributor to supply
	10	재래시장김구이(전국) Traditional market dried laver (nationwide)	체인점으로추진 (스폰서영입추진) 브랜드화 To operate franchises (attract sponsors) To develop a brand
	11	식당 (전국) Restaurant (nationwide)	체인점으로추진 (스폰서영입추진) To develop a brand (attract sponsors)
	12	숯불고기구이집 (전국) Restaurant for charcoal grilled meat (nationwide)	자료조사입구마트회사유통업체공급 Data research at discount retailer's entrance Company and distributor to supply
	13	떡볶이집 (전국) Ttokbokki snack house (nationwide)	자료조사회사, 유통업체공급 Data research / company, distributor to supply
	14	곱창집 (전국) Restaurant for grilled beef or pork tripe	자료조사회사, 유통업체공급 Data research / company, distributor to supply
	15	해물탕, 민물매운탕(전국) Seafood stew, freshwater fish stew (nationwide)	자료조사회사, 유통업체공급 Data research / company, distributor to supply
	16	커피점 (전국) Coffee house (nationwide)	자료조사회사, 유통업체공급 Data research / company, distributor to supply
	17	호텔 (전국) Hotel (nationwide)	자료조사회사, 유통업체공급 Data research / company, distributor to supply
	18	기타수요처를발굴한다 Explore other market	회사, 유통업자 Company, distributor
	19	가정식탁용소금 Table salt for home use	회사, 유통업자 Company, distributor
	<b>판매선전 행사 Sales advertisement and promotion event</b>	1	유튜브 YouTube
2		홈쇼핑 Home shopping	회사, 유통업자 Company, distributor
3		각종축제 Various festivals	지방축제, 전국유명축제, 행사참가 To participate major national festivals, events, or festivals organized by provincial governments
4		TV	각방송알림. 노출추진

<b>판매선전 행사</b>  <b>Sales advertisement and promotion event</b>			<b>To promote public relations and increase exposure on TV</b>
	5	신문 Newspaper	식품과연관된신문 Newspaper related to food
	6	잡지 Magazine	식품과연관된잡지 Magazine related to food
	7	광고 Advertisement	모바일앱, 카다록, 전단지, 현수막, 기타 Mobile app, catalogue, leaflet, banner, etc.
	8	온라인오프라인확장 Expand online and offline coverage	국내, 국외유명온라인, 오프라인입점추진 To plan to launch domestic/international online and offline stores
	9	자체홈페이지운영 Run our own website	회사알림, 판매경용다국어(국, 영, 일, 중국 4 국어) To introduce our company and promote sales In four languages, Korean, English, Japanese, Chinese
10	기타 PR 방법발굴 Develop other PR strategies	회사, 유통업체 Company, distributor	

※참나무훈제소금&훈제식용유를사용,판매하는업소는가맹점인증패를준다

Stores that use and sell oak smoked salt and oil will be given certifications.

※참나무훈제소금&훈제식용유를이용한제품은각기 R&D 통하여검증신뢰도를높인다

Products with oak smoked salt and oil will be verified through rigorous research and development.