



Sales Plan (Oak smoked salt & oil)

Classification	No	Business name	Sales method (remarks)
B2B	1	Export (worldwide)	To participate in national and international exhibitions To send emails to explore potential buyers
	2	(drilaver) processors (nationwide)	To list domestic businesses (market research) Competent sales representative and company to sell
	3	Sundae plants (nationwide)	To list domestic businesses (market research) Competent sales representative and company to sell
	4	Saltedmackerel (fish) (nationwide)	To list domestic businesses (market research) Competent sales representative and company to sell
	5	Jerky (fork, beef)	To list domestic businesses (market research) Competent sales representative and company to sell
	6	Picked fish (salted pollack roe or sauced intestine, others)	To list domestic businesses (market research) Competent sales representative and company to sell
	7	Salted food (nationwide)	To list domestic businesses (market research) Competent sales representative and company to sell
	8	Fermentedbean paste (nationwide)	To list domestic businesses (market research) Competent sales representative and company to sell
	9	Chicken(friedchicken) (nationwide)	To operate franchises (attract sponsors) To develop a brand
	10	Kimchi plant (nationwide)	To list domestic businesses (market research) Competent sales representative and company to sell
	11	Gift set A, B, C	Make to order company, supplier
	12	Ricecake plant, confectionery and bakery	To list domestic businesses (market research) Competent sales representative and company to sell
	13	Explore other markets	Company, distributor

Classification	No	Business name	Sales method (remarks)
B2C	1	Hiking (nationwide)	Data research at discount retailer's entrance Company and distributor to supply
	2	Fishing (nationwide) fishing store	Data research at discount retailer's entrance Company and distributor to supply
	3	Camping (nationwide)	Data research at discount retailer's entrance Company and distributor to supply
	4	Pension (nationwide)	Data research / company, distributor to supply
	5	Meat seller (nationwide)	Data research / company, distributor to supply
	6	Departmentstore,discountretailer (nationwide)	Data research / company, distributor to supply
	7	Traditional market fried food (nationwide)	Data research / company, distributor to supply
	8	Sundae rice soup (nationwide)	Data research / company, distributor to supply
	9	Braised fish (nationwide)	Data research at discount retailer's entrance Company and distributor to supply
	10	Traditional market dried laver (nationwide)	To operate franchises (attract sponsors) To develop a brand
	11	Restaurant (nationwide)	To develop a brand (attract sponsors)
	12	Restaurant for charcoal grilled meat (nationwide)	Data research at discount retailer's entrance Company and distributor to supply
	13	Ttokbokki snack house (nationwide)	Data research / company, distributor to supply
	14	Restaurant for grilled beef or pork tripe	Data research / company, distributor to supply
	15	Seafood stew, freshwater fish stew (nationwide)	Data research / company, distributor to supply
	16	Coffee house (nationwide)	Data research / company, distributor to supply
	17	Hotel (nationwide)	Data research / company, distributor to supply
	18	Explore other market	Company, distributor
	19	Table salt for home use	Company, distributor

Classification	No	Business name	Sales method (remarks)
Sales advertisement and promotion event	1	YouTube	On channels of famous chefs To create an independent channel
	2	Home shopping	Company, distributor
	3	Various festivals	To participate major national festivals, events, or festivals organized by provincial governments
	4	TV	To promote public relations and increase exposure on TV
	5	Newspaper	Newspaper related to food
	6	Magazine	Magazine related to food
	7	Advertisement	Mobile app, catalogue, leaflet, banner, etc.
	8	Expand online and offline coverage	To plan to launch domestic/international online and offline stores
	9	Run our own website	To introduce our company and promote sales In four languages, Korean, English, Japanese, Chinese
	10	Develop other PR strategies	Company, distributor

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

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