

## Facts About Korea



Korea is the world's 12th largest economy



Only Japan and China outsize Korea in the Asia-Pacific region



If you cannot succeed in Korea, your firm is not likely to succeed in China or Japan given the similarities

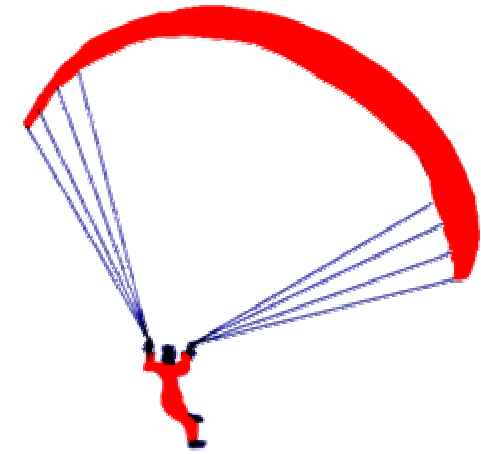


If you can learn how to sell into the Korean market, many of the lessons can be applied to other parts of Asia - including Japan and China - but at much less expensive of a learning curve



Like any other market, Korea is unique - and we can show you how to be successful at minimum risk

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# Soft Landing Korea

*Advice, monitoring and support  
of high tech companies entering  
and staying in the Korean market*

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**Your firm's eyes and  
ears on the ground in  
Korea via cost  
effective sales channel  
management.**

## What We're About

- **We assist foreign high tech companies in entering the Korean market by providing sales channel management including help them find qualified local distributors.**
- **We conduct weekly check-ups on these distributors**
- **We provide on-the-ground reports and analyses on the performance of these Korean sales agents and distributors.**
- **When appropriate we serve as ombudsmen to explain as objectively as possible the ways of doing business in Korea to the foreign company - and to the local firm what a Korean company needs to understand when representing a foreign company in the local market.**
- **We offer customized sales training and sales management consulting based on international professional principles while accommodating of local and industry requirements**
- **When the time comes, we work ourselves out of a job by enabling foreign companies**



**We protect your business interests at ground level.**

## What's In It For You

We may assume you are interested in expanding your business in Asian in general and quite possibly into Korea. You may have visited or even lived in the Far East.

Now you may be considering investing in this dynamic market. The question is how much risk are you willing to take in exchange for what levels of expected ROI.

Based on those kinds of considerations, we can suggest possible strategies and Korean partners. At the same time, we can stay in close communication with you by maintaining a physical presence with your Korean partners so that you will know from a third party resource what is or is not happening - and most importantly, why or why not.



We can keep your hand on the pulse so that small issues are promptly and professionally dealt before they fester into becoming major obstacles preventing your firm being successful in the Korean market. We can do this considerably cheaper than you setting up your own office in Seoul. And we can be your eyes and ears on your partners since we recognized that even with the best of beginnings, conditions change - be they financial, technical, market, etc. shifts. We can alert you when corrective action needs to be taken - before it is too late.

We understand sales forecasting - and the Korean reluctance to participate in as close of a scrutiny of sales activities as Western companies demand. We know how to work with even reluctant Korean firms to help them understand the mutual advantage of good performance tracking. When appropriate, we can even provide customized sales training and sales management coaching.

By fulfilling our obligations, we may reduce the necessity - and costs - of several business trips by your firm to Seoul which each can range in total expenses as much as US\$5,000 ~ \$10,000 per senior manager/executive visit. And that is on top of the obvious cost savings of not needing to hire your own full-time employee and assume related expenses such as office rent, telecommunications, etc.

Finally, we may successfully work ourselves out of a job. When you are ready, we can gracefully bow out or, if you wish, help you establish a direct presence.

In short, we can tailor fit our services to meet your needs and strategies to be successful in selling your high tech products in the Korean market.