접수번호 : 접수기관에서 기재

**현지진출 사업계획서(국문)**

**[작성일자]**

회사명

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Company:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**목 차**

**1. 요약문 ∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙ o**

**2. 시장 및 경쟁 환경 분석 ∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙ o**

**3. 제품/서비스 분석 ∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙ o**

**4. 마케팅 전략 ∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙ o**

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**6. 재무정보 ∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙∙ o**

**1. 요약문**

요약문은 아래 항목에 맞추어 2-3장 분량으로 작성

**미션 & 비즈니스 모델**

**제품/서비스**

*Tell us about your product / service in simple terms we can understand. What problem are you trying to solve? What is the cause of problem? How do you solve it? What are the value propositions? Why are you (your team) the right company to solve it?*

**시장 정의**

*Who are your customers? Today and in the future? Where are they, and how do you reach them? What is the buying criteria? Are they buying your product / service from someone else? How will you educate customers to buy from you? Why will they care? How will you penetrate and make money in this market?*

**전략**

*How to penetrate the market? How to compete with your competitor? Do you have strategic plan of partnership?*

**재무 계획**

*Expect financial position in Vietnam or ASEAN Region.*

**최근 3년간 주요 재무현황**

2018 2019 2020

Expense :

Sales:

Gross profit:

**현지 활동내역**

*Describe your activities such as marketing, IR and etc. in Vietnam or ASEAN Region.*

**향후 계획**

*Tell us your plan to moving and setting the company in Vietnam or ASEAN Region*

※ 별도의 회사 소개자료(브로셔 등)가 있는 경우, 이를 활용하여 간략하게 작성하고 해당

서류는 반드시 제출

**2. 시장 및 경쟁환경 분석**

**A. 시장 정의**

*What industries, markets, market segments, niches are you competing in? What are the market characteristics? How have you segmented the market? How does this differ from the market research firms or investment analysts? Be specific, or if a nascent market, say so and justify how you built your projections.*

1. **목표 시장**

*Define our market segment by product or service.*

*The market is shared by your competitors. Drilling down to each of your market segments, how will you reach the buyers in your market? Who are typical customers of products/services.*

*How are you going to be exposed and motivate the customers to buy your products/services. Do you have customer responses and any plan to participate trade show or other marketing channel?*

**C. 고객 정의**

*Identify classes of customer and customer buying criteria. How are you going to provide your customer with new knowledge and make buyer more productive.*

*What motivates people to buy your product? What is the practical and emotional appeal? Why your product / service / company?*

**D. 유통 전략**

*How do you channel your products/services? Are you going to utilize specialized value-added-resellers such as system vendors, ISVs (Independent Software Vendors) and ISPs (Independent Service Providers)?*

*If you have specific distribution agreements already exist, please explain main contents.*

*When you are going to build your own distribution system, please specify your strategy.*

*What is your competitor’s distribution channels? Explain your advantages over competition.*

**E. 경쟁자**

*Tell us about key competitors in regard to product, price, market share, location, promotion, management, differentiators and financial strength. Do not delude yourself about your competition.*

*Discuss barriers to entry and barriers to imitation in your target markets.*

**3. 제품/서비스 분석**

1. **보유 제품**

*Explain how your product works or how the service is used. Tell us about the unique value-added characteristics your product line or process provides to customers and how these characteristics translate into a competitive advantage for your company.*

*Convince us why you will satisfy the buying criteria over and above the competition. Will the current install base incur the switching costs necessary to use your product?*

*Others in the market are able to provide somewhat similar products/services, how do you differentiate. Do you have patent?*

1. **연구개발**

*How much rate do you spend in R&D among your revenues? What is your recent innovation from R&D? Which is the most critical direction of your R&D?*

*Discuss plans for your next generation of products.*

1. **생산**

*Enumerate and explain capital equipment, material, and labor requirements in order to deliver you products/services. Are your items/services readily available? Do you have multiple supply sources?*

*Identify security issues, hazardous materials or other significant safety factors. Are alternate sources or materials available? If so, describe them.*

**D. 서비스 및 지원**

*How do you offer a full range of pre-and-post sales support and services? What are your electronic services? Describe you customer support program such as call center, email tech support, return and management.*

**4. 마케팅 전략**

**A. 마케팅 계획**

*Strategies used to sell your product. How do you promote the product? (Via direct calling, advertising, mail, radio, television, providing any sample, dummy advertisements, announcements, or other promotional methods. Are you going to use social media for your marketing?*

*How is your product viewed and perceived by the consumer to be?*

*Do you have branding strategy of your product or your company?*

**B. 가격 전략**

*How do you set prices? Is there a policy? Is your pricing competitive? Are prices based on costs or standard markup? Why are they higher or lower than competing prices? Do you have different pricing policy from vendor, channel and amount?*

*Can you use pricing as a strategic competitive weapon to quickly gain market share?*

*Should a new pricing policy be investigated? Are potential profits being lost?*

**C. 판매 주기**

*Describe the average length of the sales cycle by market segment, based on the education level of the buyer within each segment, the complexity of implementation, or other influencing factors of time and deployment.*

**D. 커뮤니케이션 계획**

*How do you enhance, promote, and support the fact that your products are out there and perform better. What is your key communicator for promotion your product or services such as exhibitions, conferences, seminars, press, magazines, web or blog, and other events?*

*How do you communicate with your customers, vendors, marketing channels, sales representative and even your competitors?*

**5. 조직 계획**

*Describe your personnel management in Vietnam. Are they are sales forces or management? Can they communicate well enough with your potential client and H.Q.?*

*What is his/her role and mission by year?*

**6. 재무 정보**

**A. 수익 원천**

*Describe your projected sales growth and any large expense items.*

*Prospective volume-adjusted measurements according to income sources and terms as a percent of sales are key factor to manage new office abroad.*

**B. 추정 대차대조표 및 손익계산서(2020~2022)**

*Comment on any large or unusual items, such as other current assets, other accounts payable, or accrued liabilities.*

*How and when do you expect you can reach breakeven by year?*

**C. 자금 확보**

*Consider that Venture Capital in Vietnam invest the core business here in ASEAN Region. How do you manage the portfolio of investment here in Vietnam? Are you going to sell more than half of the shares of your affiliate when requested?*