



2018 COMPANY INTRODUCTION

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00. THE K HOLDINGS

Introduction

- Company : The K Holdings
- Address: 1201, 460, Bongeunsa-ro, Gangnam-gu, Seoul, Republic of Korea
- Established : 21 Feb 2013
- Business : 1. Trade and Distribution 2. Franchise

01. THAI FOOD PAVILLION

2017 REVIEW



25
manufacturers

300
SKU



Imported Amount in 2017: **\$190,000**

01. THAI FOOD PAVILLION

2018 FORECAST



160+
manufacturers

1500+
SKU



Imported Amount in 2018 \$2,000,000

01. THAI FOOD PAVILLION

Manufacturer List



Blue Ocean

Boon Food

Green tea

Kanokwan

Kruyu Cottage

New Concept Product

Omarin Food

Sun Sauce

Tropicana Oil

United Food

Wang Singh Khum

Areejit

Do food

Green Day

Hi-Q

Manora

Phi Boon Chai

Pride Fruit

02. RETAIL CHANNEL

■ DUTY FREE	SHINSEGAE DUTY FREE	THE SHILLA duty free	LOTTE DUTY FREE			
■ DEPARTMENT STORE	THE HYUNDAI	SHINSEGAE	LOTTE DEPARTMENT STORE	NEWCORE™	the Galleria	
■ HYPER MARKET	emart	Home plus	LOTTE Mart	MEGA MART	Kim's Club	7 SEOWON
■ SSM	Home plus Express	gs Supermarket 중화점	emart everyday			
■ CVS	7-ELEVEN	GS25	CU			
■ DRUG STORE	LOHB® 룬스	OLIVE YOUNG				
■ OTHERS	KORAIL 코레일유통	Tous Les Jours 뚜레쥬르	Jamba Juice	Saint AUGUSTIN SAINT AUGUSTIN		
■ ONLINE	coupang	11번가	AUCTION.			

02. RETAIL CHANNEL

• 레스토랑 / 외식업체 (RESTAURANT)



(주)삼성에버랜드



(주)이랜드



콜라파스타



노리타



쏘렌토



프로방스



일 마레



두가현



르 꼬르동 블루



마르셰



미스터피자



본뽀스포



뽀모도로



라쿠치나



우노



(주)파리크라상



CJ푸드시스템



일 치프리아니



크라제코리아(주)



채선당

02. RETAIL CHANNEL

- 호텔 (HOTEL)



인터콘티넨털



르네상스



W.워커힐



리스칼튼



힐튼



팔레스



그랜드 힐튼(구 스위스)



매리어트



신라



조선



하얏트



워커힐



엠버서더



롯데



노보텔

03. IMPORT PROCESS

[illegible]

04. CHECK LIST

Ready list for the meeting

1. Samples
2. Ingredient list
3. Manufacturing flow chart
4. Basic Information (The K Holdings will provide the from)

Things to be checked before meeting

1. Do you export your product to Korea? (or have any experience before?)
2. Where do you export your product to?
3. Could you prepare these shipping documents for the order shipment?
 - Commercial invoice & Packing list
 - COA(Certificate of Analysis)
 - Certificate of origin(AK Form)
 - Health Certificate (Pink Form)
 - Halal Certificate(with valid expiry date)
 - BSE free certificate(if you use cow gelatin)
4. Do you accept to the payment term of L/C? (More than \$20,000)

04. CHECK LIST

About Product Packaging

1. Any pictures on the packaging should be used as real ingredients(not only flavor)
2. Barcode error should be checked(some of barcodes could not be scanned with barcode scanner)
3. Manufacturer provide product ingredient list which have same content as actual product
4. Any wording on the packaging must be matched with actual product

About prohibited ingredients

1. Some of preservative - ex) Sodium benzonate INS211, Sodium Metasilicate INS550
2. Ingredients which are not approved by KFDA as food ingredient - ex) some kind of tropical fish
3. If ingredient list is not matched with actual product ingredient, we have to ship back it and get refund

About order and agreement

1. We will import all of your product beside prohibited product
2. The first order quantity would be 30~60 cartons per SKU
3. Second order quantity will be increased or decreased. It depends on consumers response
4. We need to check loading time after giving the order
5. We could make exclusive distributorship agreement

05. FAQ(Frequently Asked Questions)

Q: We want to penetrate Korean market more faster, then could we contact with another distributor in Korea?

A: The K Holdings have most of main retail channels to distribute your products. But if you contact and have another Korean distributor, there is no reason that we do some promotion and sales activities with our cost and time. Then it should be a simple sales only and no strategic approach to the market. Then it will be disappeared in the market.

Q: What kind of prohibited mark or wording on packages?

- NO MSG
- NO PRESERVATIVES
- THAILAND TRUST MARK
- The word "Natural", "Nature"
- No Artificial Colors
- Any pictures on the packaging should be used as real ingredients(or you can use it with "serving suggestion")

Q: Is there any other marks which need a certification?

- Gluten Free
- Halal (Valid expiry date)
- Vegetarian Mark
- Organic Cert(Also need Korean organic cert)
- BSE free Cert issued by government(for Cow gelatin)



THANK YOU