



# Company overview

- **N A M E** GRC Corp. (Food manufacturing)
- **C E O** Sangho, LEE
- **establish** 2014. 3
- **A r e a s** Food manufacturing
- **Employees** 40 people
- **address** Gaya Road 199, Gimhae City,  
Gyeongsangnam-do, Korea  
(T & S Building)



# Advanced product strategy

Jung Hyun-woo, a 'master' who received the Minister's Prize for two consecutive years, "We provide our customers with the best materials in the country to make the best master."  
→ Build brand image of good rice cake





# Business Strategy part 1

Good Ricecake

## Department store operation



# Business Strategy part 1

## Department store operation





# Business Strategy part 2

Good Ricecake

## Tv home shopping

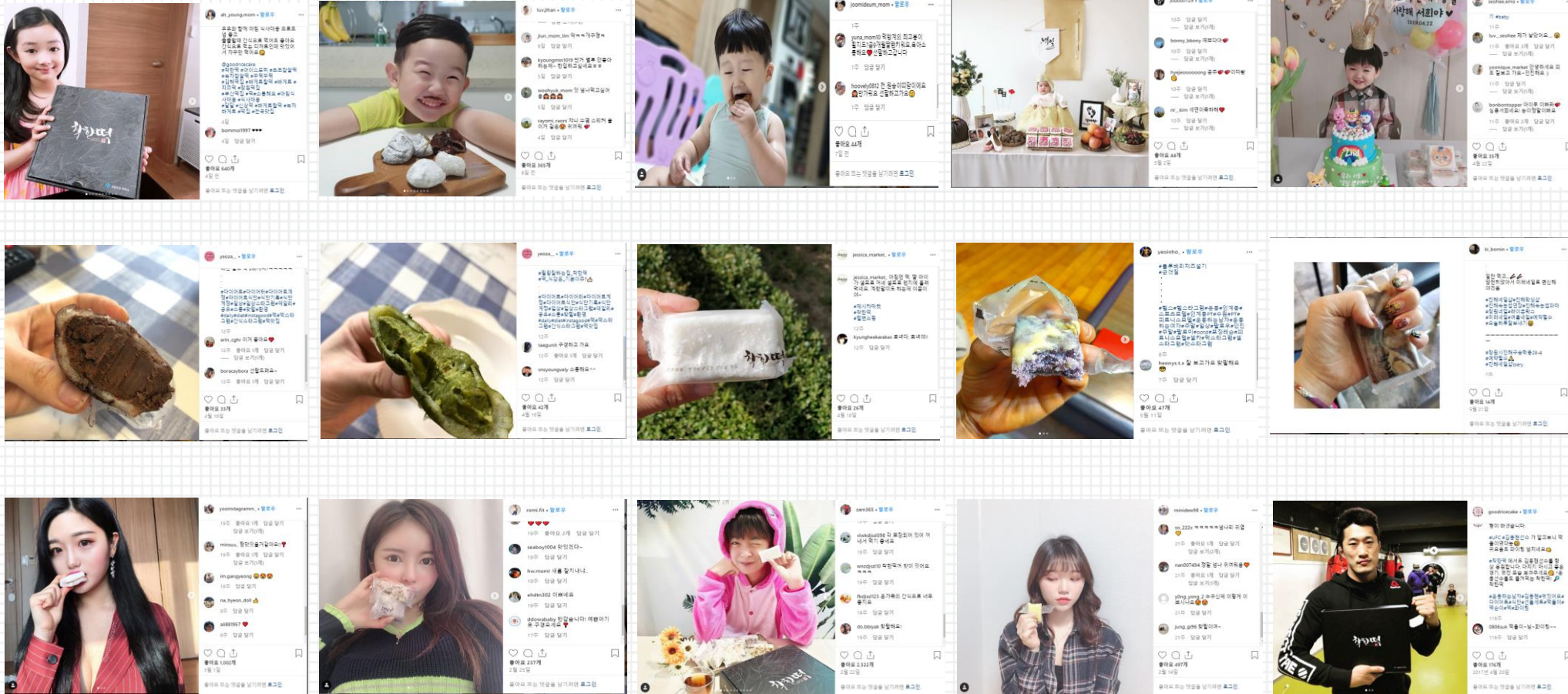


Youtube = mukbang





## Celebrity (Instagram)





# Business Strategy part 6 (outsourcing)

Good Ricecake

Out sourcing – delivery

**TMON**

**Gmarket**

**AUCTION.**

**롯데홈쇼핑**

**11번가**

**10X10**

MARKET  
*Kurly*

내일의 장보기 마켓컬리

**Hmall**

**위메프**

**WEMAKEPRICE**

**홈&쇼핑**

**NSmall**

**NAVER** 스마트스토어센터

post<sup>K</sup>mall  
**우체국 쇼핑**

**coupang**  
Color Your Days

**GS SHOP**

**idUS**  
Unique Lifestyle Guide

## Customer review



미니 수제칩쌀떡-초코칩쌀떡

1,300원

식품 > 가공식품 > 떡

리뷰 2,854 · 등록일 2017.10.



꿀백설기-백설기,우유반죽,아이들간식

6,000원

가격비교

식품 > 가공식품 > 떡

리뷰 3,669 · 등록일 2017.06. · 찜하기 39 · 신고하기



착한떡 백설기-우유로 반죽한 1등

최저 500원

판매처 2

식품 > 가공식품 > 떡

리뷰 ★★★★★ 1,292 · 등록



백설기-우유로 반죽한 1등 간식

500원

가격비교

식품 > 가공식품 > 떡

리뷰 2,642 · 등록일 2017.06. · 찜하기 66 · 신고하기



착한떡 꿀백설기 우유반죽 아이

최저 6,000원

판매처 2

식품 > 가공식품 > 떡

리뷰 ★★★★★ 2,192 · 등록



[착한떡] 설기 2종

5,000원

식품 > 가공식품 > 떡

리뷰 2,303 · 등록일 2019.03. · 찜하기 1 · 신고하기



## Search ranking

### 인기브랜드

더보기 ▶

일간	주간
----	----

1	착한떡	-	0
2	떡보의하루	-	0
3	떡합지	▲	2
4	시루원	▼	1
5	추억의국민학교떡볶이	▲	4
6	시루아네	-	0
7	청년떡집	▲	3
8	무교떡꼬	-	0
9	빛은	▲	3
10	착한아름마음이가	▼	3

### 인기쇼핑몰

더보기 ▶

일간	주간
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1	착한떡	-	0
2	11번가	-	0
3	인터파크	-	0
4	GSSHOP	-	0
5	아이디어스idus	-	0
6	RYNICAKE	-	0
7	떡보의하루	▲	2
8	티몬	-	0
9	떡보의하루	▼	2
10	G마켓	-	0





# Introduction of distributor (Jinhae)





# Introduction of the store (Busan)





# Introduction of the store (Masan)



## Baguette glutinous ricecake (plain, sweet, red bean, chocolate, Green tea, raspberry)

2019( sial china ) Innovation 100 Selection

2019( thaifex ) Innovation 50 Selection





Innovation



# Product

**I-Konics Co., Ltd. Royvisual**

**Affiliation: License for Pororo, Tayo, Poly character / license agreement**





# Product



# Product





# Experience for education





# Offline marketing

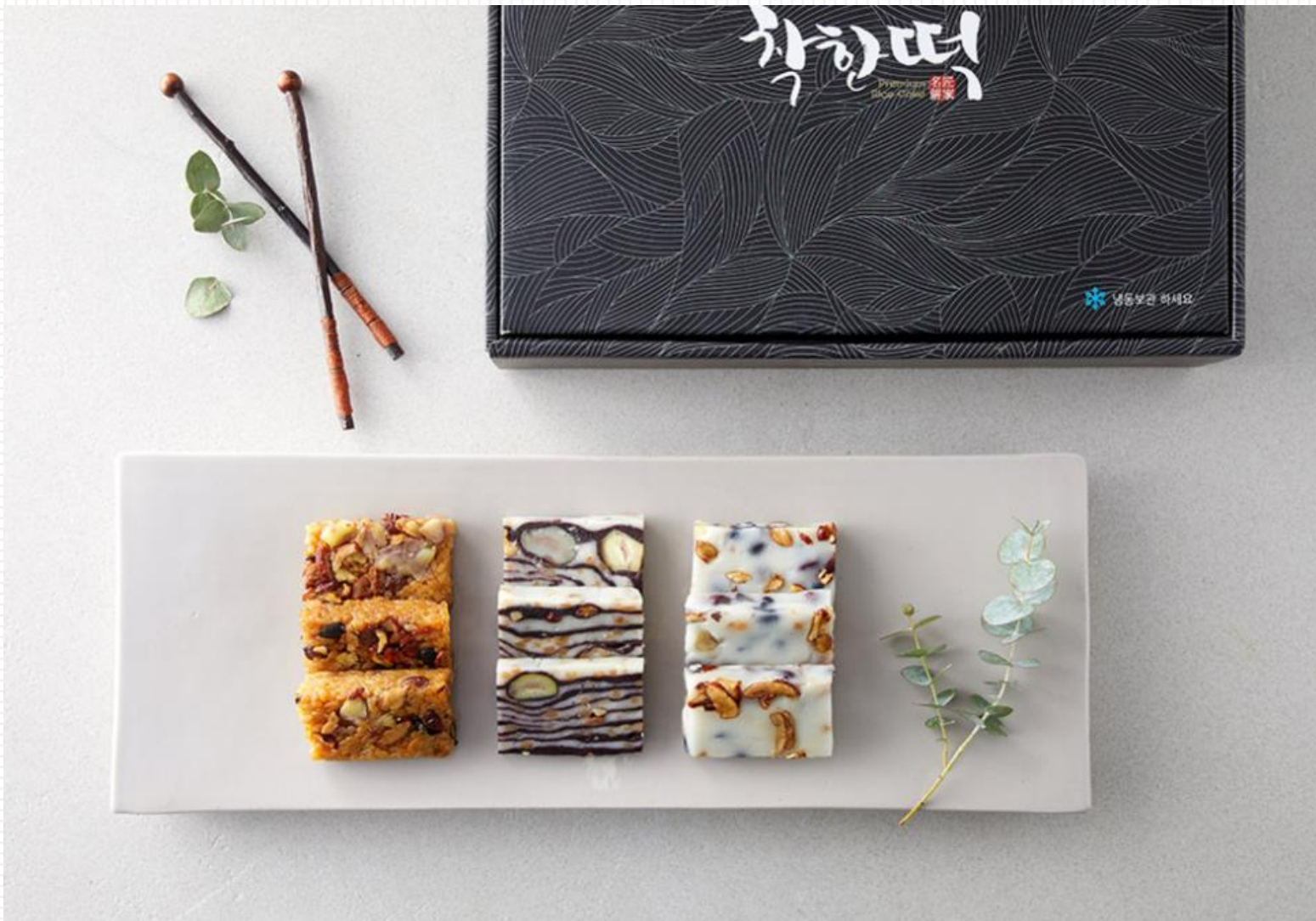




# Package



# Package





# Package



# Package





# Package



5  
cm

10  
cm

# Package





# Package



# Package





Person in charge: YU Seung-cheol  
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82-10-9322-3493/ email: koreaysc@naver.com

THANK YOU

