



GREENDAY

Global sports wears



Sensual Sports Fashion Brand

www.greendaywear.com

ABOUT GREENDAY

Greetings

Yulim Global is a sportswear company having specialized in the planning, design, production and distribution of sportswear such as rash guard, swim wear, fitness wear and yoga wear since 2013.

We are providing sensual and fashionable sportswear for healthy and beautiful leisure lives of the consumers who enjoy multi leisure sports such as surfing and mount-climbing, among others. We are innumerable efforts to develop new sportswear with a fresh fashion sense and excellent functionality and provide the customers with products of good quality at reasonable price. We are pushing forward as we play a key role in both domestic and overseas sportswear markets.

We will do our best to achieve a strong partnership with you always for enjoying your beauty, joy and happiness

Thank you.

Kim Gee Hea
Chief Executive Officer



HISTORY

- 2013** **Foundation of Yulim Global.**
Launched a shopping mall of "I-More Plus" specializing in wears and goods for infants and toddlers.
Launched a sportswear brand of "Greenday."
Launched a directly-managed shopping mall [www.greendaywear.com]
Complete production system (rash guard, beach wear, swim wear, yoga wear, fitness wear)
Able to manufacture by OEM
- 2016** Registered with the Korea Trade Association.
Executed an export contract with a company in Japan.
- 2017** Selected as a company for women entrepreneurs.
Expanded overseas with products for women.





BUSINESS AREA



B2B2C ONLINE BUSINESS

Type of Export with B2B2C E-commerce

Business Use

- KOTRA : Operation of B2B(BUY KOREA)
- Korea Trade Association : Operate Kmall24, Online overseas sales shopping mall
- Small & Medium Business Corporation : Support business of B2C sales agencies (Amazon, ebay, Taobao, Rakuten, Qoo10)

Open market Sales

- Domestic :
- Overseas :

Operation of proprietary shopping mall

- www.greendaywear.com

OVERSEAS SALES

Overseas Marketing & Sales Strategies

Participated in Hi-Seoul Good Products Sourcing Fair 2017 (B2B Display & Buyer Sourcing).

Conducted approximately 1,400 one-on-one buyer-customized meeting.

Promoted the Company and cultivated the overseas market.



Selected as [Idea Product] in the section of Sports / Leisure / Travel in Hi-Seoul Good Products Awards 2017, conducted by Seoul Business Agency.

1. By attaching Certification Mark of Hi-Seoul, win customers' trust through quality assurance of products and service.
2. With a brand image of good products recognized by specialists and organizations, it is expected to diversify domestic and overseas markets with increased sales.

Mark means 'Good Product' selected by Distribution Brands Selection Committee of Seoul Business Agency.



EXPORT / IMPORT

Japan : Rash guard, Kids wear

Thailand : Yoga wear

Indonesia : Rash guard, Swim wear

Europe : Rash guard, Yoga wear

South America : Rash guard

▶ Expected market scale in 2020: USD 6 Million

BUSINESS STRATEGY

Mid / Long-term Business Strategy

Business improvement

Market expansion

- Strengthening online sales activity
- Reducing cost
- Strategy for improvement of added value
- Strengthening the company's website
- Consistent promotion of new product development

Maximizing sales capacity

Strengthening marketing activities

- Vitalizing the company's brand(s)
- Maximizing profitability
- Strengthening sales through open markets
- Consistent promotion of new product development

General company related to sports

Diversifying business

- Expanding sports-related business
- Strengthening marketing (B2B sales) activity
- Strengthening the market share
- Consistent promotion of new product development

Increasing the market share and Expanding to overseas market

Global company

- Strengthening financial solvency
- Strengthening the market share
- Getting high added value of the company's brand(s)
- Vitalizing an export market (the company's brand(s))
- Consistent promotion of new product development

MARKETING PLAN

Trend magazine mall

Moving picture & UCC mall

Building a shopping mall for specialists

Global shopping mall

Trend making & consulting

B2B/B2C overseas shopping mall

Brand marketing

Advertisement and Promotion of brand products

Search engine marketing

Advertisement and Promotion of shopping mall for beach wear

Trend marketing

Marketing to sense and make trends

Consumer marketing

Improvement of reliability and quality of products through customers

CERTIFICATION

Stretching Beyond

creora

its in our every fiber

인증서

2021년 10월 10일

대한산업진흥원

인증서

2021년 10월 10일

대한산업진흥원

인증서

2021년 10월 10일

대한산업진흥원



**GREENDAY
COLLECTION**
www.greendaywear.com



Xi-Tower B-507, 401, Yangcheon-ro, Gangseo-gu, Seoul, 07528, Korea
Tel +82-2-2638-5086, Fax +82-2-2638-5087 E-mail greenday5086@naver.com

www.greendaywear.com