



# AI GLOBAL CO.,LTD.

**Competitive Products!**

**To impress customers around the world !**

**Your reliable partner for success!**

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# 01

## Company Introduction

**The key to success, AI GLOBAL !**

1. C.I. & Summary
2. Platforms & Partnership Network

# 1-1. Company Introduction

## C. I.



The character “媛” at the center is read “ai or ae.” It contains the company’s creed to find and provide jade-like, valuable products to our customers while protecting our jade-like planet.

“Jade-like products for all customers around the world!”

## Summary

Company name	AI GLOBAL CO.,LTD.
CEO	STELLA, LEE
Webpage	<a href="http://aiglobal.tradekorea.com">http://aiglobal.tradekorea.com</a>
Trade ID number	30883725
Mail-order business registration number	2017-GyeonggiBucheon-No.0078

## Why AI GAOBAL ?

Trust	AI Global considers clients’ trust the foremost value. We promise to do our best believing clients’ satisfaction is indeed our growth.
Commitment	Rather than chasing after small, immediate profits, we will try to be a company that makes steady growth with our clients around the world for their satisfaction and happiness.
Promptness	We promptly provide products and services through various marketing strategies that satisfy rapidly changing trends.
Global Corporation	We strive to be a company that provides innovative products and services for the love of our clients while predicting and leading the future rather than being dragged by it.

# 1-2. Platforms & Partnership Network

International platform+Domestic

International portal publicity

Partnership network



International logistics



# 02

## Business Overview

Business Content and Marketing Strategies of AI Global

1. Field of business
2. Marketing strategies ①~③
3. Product promotion and sales channel

## 2-1. Field of business



- ★ AI Global is a professional trade company, established to provide excellent Korean products to customers around the world, that continues to increase its sales through 'buyer-targeted marketing'.
- ★ Please make inquiries any time if you are an overseas buyer interested in Korean products. We readily make worldwide deliveries of any products of your interest, from cosmetics to apparels, bags, accessories, and foods, at a competitive price even if they are not on our product list.
- ★ All business forms including B2B, B2C are available both online and offline. From sample to large volumes, we promptly deliver best products.





## 2-2. Marketing strategies: ① Main products

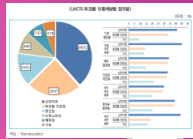
### Product composition



- Consumer demand and product purchase power identified based on thorough market research.
- Verification of import & export availability and trade procedures & restrictions of each country.
- Selection of import & export type among B2B, B2C according to product and country of subject.

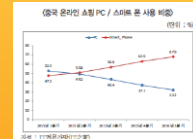
### Accurate grasp of demand

Grasp accurate consumer demand through worldwide market researches.



### Market trend analysis

Import/export of products in trend after studying local characteristics and target consumers in the given area.



### Main product

### Verification of certifications and regulations

Verification of product regulations and import / export certification procedures in the country of subject.



### Certification of genuineness

Application of "Genuine Product of Korea" mark certified by the KITA. (B2B, B2C)





## 2-2. Marketing strategy: ② On/off-line marketing

On/Off-line  
marketing



- Establishment of market entry plans based on market characteristics of a given country.
- Identifying of customer base and product demand in a given country and selecting the optimal distribution network.
- Increase of sales through 'consistent marketing' + 'specified marketing' according to a given market characteristics

01

02

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04

**Sales  
volume**

### Increase of sales through PPL marketing and other promotions

Products whose basic sales goal has been achieved and whose quality has been proven, additional sales can be achieved through PPL and other promotions. (Ex: TV drama PPL proposals underway for the 2018 season / Promotions for Single's Day in China is vital; TV commercials on Channel SBS in Indonesia are found to be effective)

### Extension of countries in contract and expansion of trade capacity

Even a same product can have different trade plans and contract terms according to a country of subject.

### Target marketing strategy (E-commerce + V-commerce)

We establish import/export plans according to customer base and a country of subject best for given products and select import/export and promotion methods according to market entry strategy for a country of subject.

### SEO - Optimization of the global portal search

When a product name or a product category is searched on popular portal websites around the world, the result yields product information page of AI Global or the webpage of the given product. (Ex. Google, Tmall, Taobao, Naver, etc)

## 2-2. Marketing strategy: ③ Market expansion

### Export expansion



- Marketing plans using the Korean Wave and local television channels.
- Regular promotional events are held locally around the world while expanding the market of a given product.
- Expansion of business field creation of business opportunities through the cooperation of different countries.

### Field expansion

Research on import/export characteristics by product and business field expansion.

### Market dominance

Establishment of marketing plans that reflect the current market trend including internet access and mobile phone distribution rate around the world.

### PR & Marketing

Promotion plans according to the overseas expansion of Korean broadcast networks (Ex. Product advertisement on the local Indonesian channel of SBS)



### Sustainable growth

Partnerships with large distribution channels around the world and establishment of a business model with sustainable growth.

### Market led

Increase the repurchase rate through customer satisfaction while creating new business models (create new business models according to customer demand) through persistent feedback.

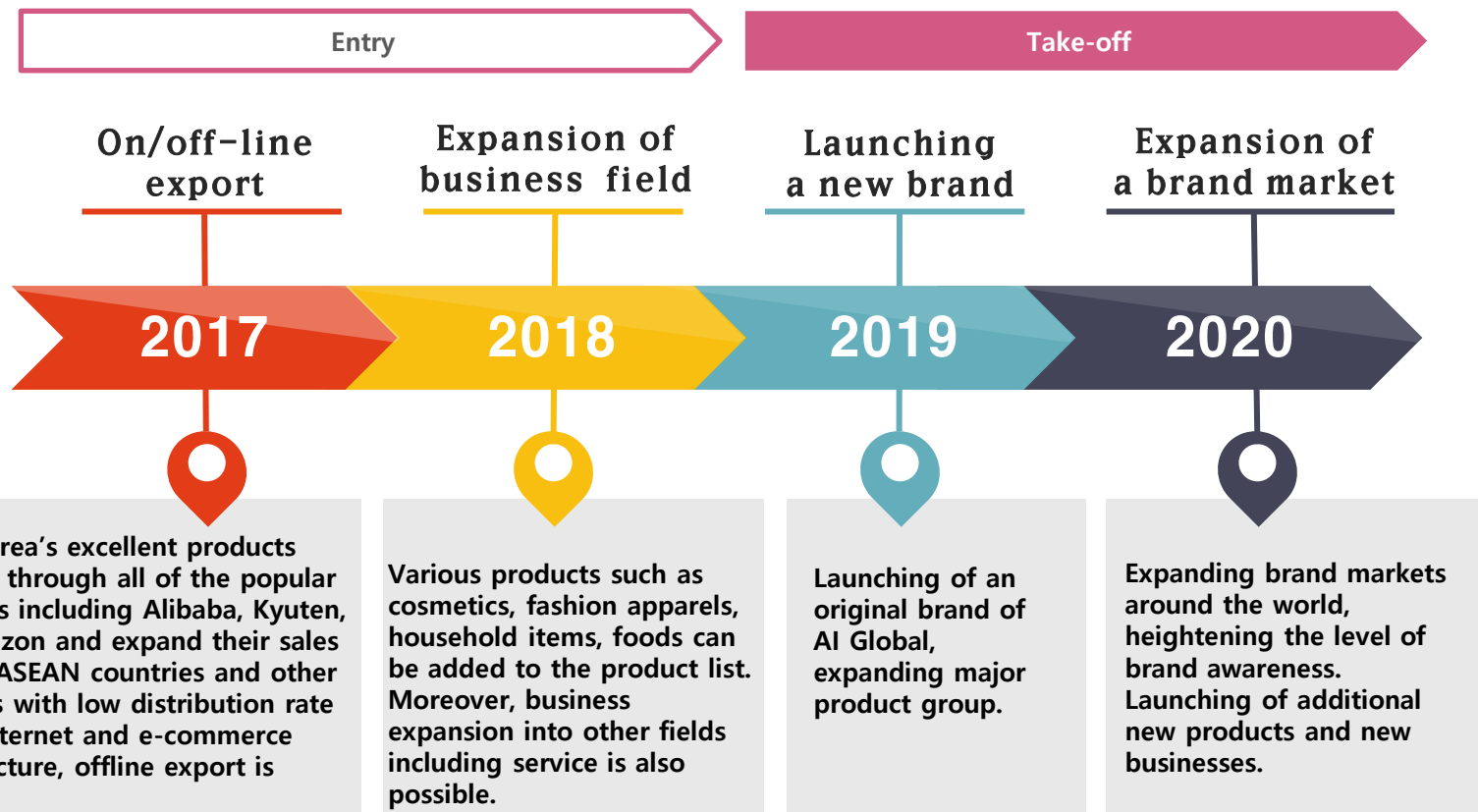
### Repurchase rate ↑

Increase the repurchase rate through customer satisfaction while creating new business models (create new business models according to customer demand) through persistent feedback.

## 2-3. Direction of Business

### A company that laughs with customers and grows with customers!

- AI Global is committed to grow together with our customers based on their trust.
- Prompt and intimate cooperation by the customer companies becomes the driving force of AI Global and will make a leap based on their trust.
- AI Global will create and promote business models with sustainable growth by combining its global power and customer companies' product and services.



# 03

## Inquiries and Partnership

AI Global is your business partner to success.

1. Product and service inquiries
2. Partnership inquiries

# 3-1. Product and service inquiries

If you have any inquiries, do not hesitate to e-mail us at any time. [aigl.korea@gmail.com](mailto:aigl.korea@gmail.com)

Upon receiving your company's 'Company Overview' and 'Detailed Inquiries,' we will review them and get back to you.

A proper consultation session cannot be provided without your company overview.



Please make inquiries if you are interested in purchasing (importing) AI Global products.



If you are seeking a reliable agency through which you wish to import or export, AI Global is the perfect choice for your business.



If you are clueless about how to import/export or how to boost sales figure, contact us. We can provide proper consultations.

**Import & Export Service**

**Import & Export Agency**

**Consulting**

**Progress**

**E-mail inquiry**

Please include the subject of inquiry, company overview and product information.



**Business negotiation**

contents of business are to be determined after reviewing inquiries.



**proposal of contract**

business is carried out once product/service contract is signed.

## 3-2. Partnership inquiries

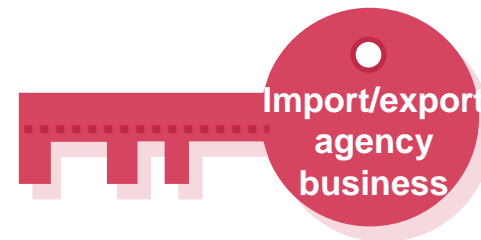
'Partner' companies of AI Global signs partnership contract under '4 Categories' listed below and will remain affiliated with us. Upon receiving your company's 'Company Overview' and 'Detailed Inquiries,' we will review them and get back to you. Please e-mail us if you are interested in partnership. E. [aigl.korea@gmail.com](mailto:aigl.korea@gmail.com)



Any companies interested in providing quality products at a competitive price as AI Global's main merchandise, please contact us.



The key to success



If you are seeking an agency through which you would like to import Korean products or expand to the Korean market, do not hesitate to contact us.



If you need marketing service designated for certain countries or periods, do not hesitate to contact us. Interactive product promotion is also available through marketing partnerships.



Companies seeking an agency that provides competitive services in customs clearance and/or shipping.

# THANK YOU

AI GLOBAL

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Kakao Talk