

# Investor's Guide

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**KOOKSOONDANG Co.,Ltd.**

KOREAN TRADITIONAL WINE BEK SE JU





**Section :**

**Section : VISION**

**VISION**

**2003**

ROE

2

Franchise

**2003**

가

가

**2003**

2003

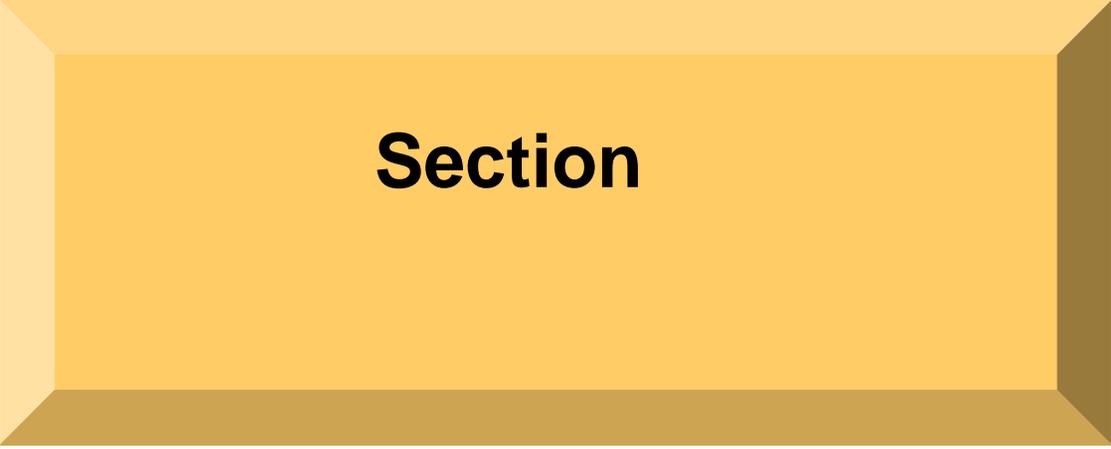
(02 VS 03)

Franchise

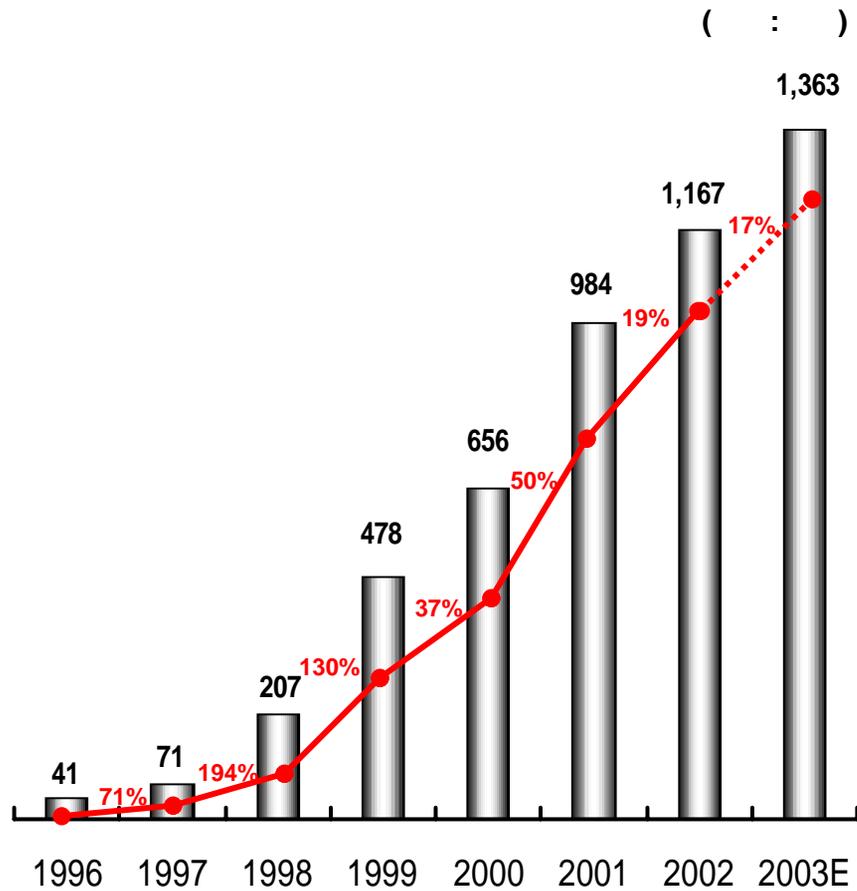
2003

**2003**

가



**Section**



1952  
 1970  
 1986  
 1991  
 1992  
 1999 ISO9002  
 2000 8

2001  
 2001 BEST CEO  
 2001 BEST 5  
 2002.3

( : )

	1996	1997	1998	1999	2000	2001	2002	2003E
	41	71	207	478	656	984	1,167	1,363

( : )



	1997	1998	1999	2000	2001		2002		03 1~5	
	3,020	2,772	2,896	3,098	3,254	49.6%	3,383	49.7%	1,355	49.3%
	1,183	1,386	1,602	1,679	1,826	27.8%	2,032	29.8%	888	32.3%
	393	389	507	591	746	11.4%	741	10.9%	232	8.4%
	157	145	152	142	111	1.7%	110	1.6%	45	1.7%
	<b>9</b>	<b>28</b>	<b>67</b>	<b>91</b>	<b>138</b>	<b>2.1%</b>	<b>164</b>	<b>2.4%</b>	<b>78</b>	<b>2.8%</b>
	274	292	330	354	484	7.4%	383	5.6%	151	5.5%
	5,036	5,012	5,554	5,955	6,559	100.0%	6,813	100.0%	2,749	100.0%

: ( )

: 가

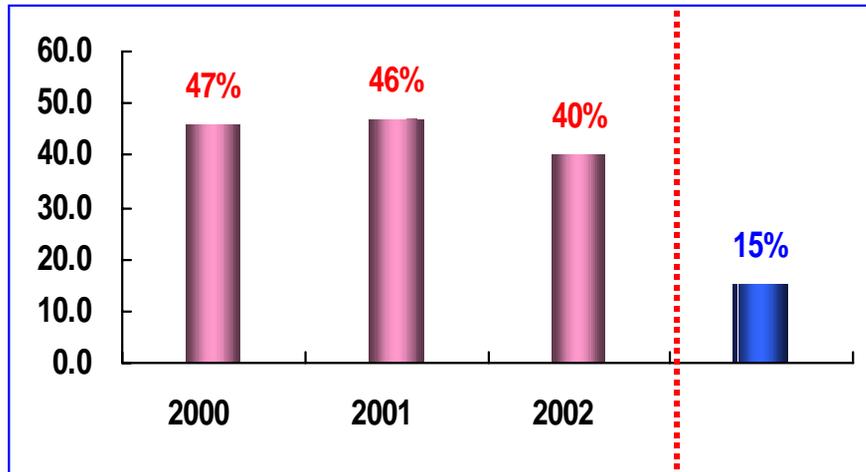
( 30% )  
 2000 : 130% 115% / 35% 72% / 100% 72%  
 2001 : 115% 100%  
 2002 : 70% 30%

(13 ) : 2003 1

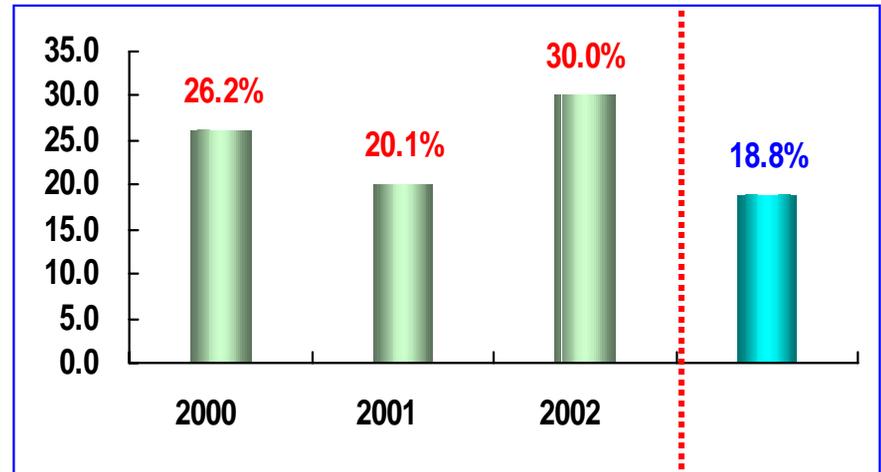
1

## ROE

## ROE



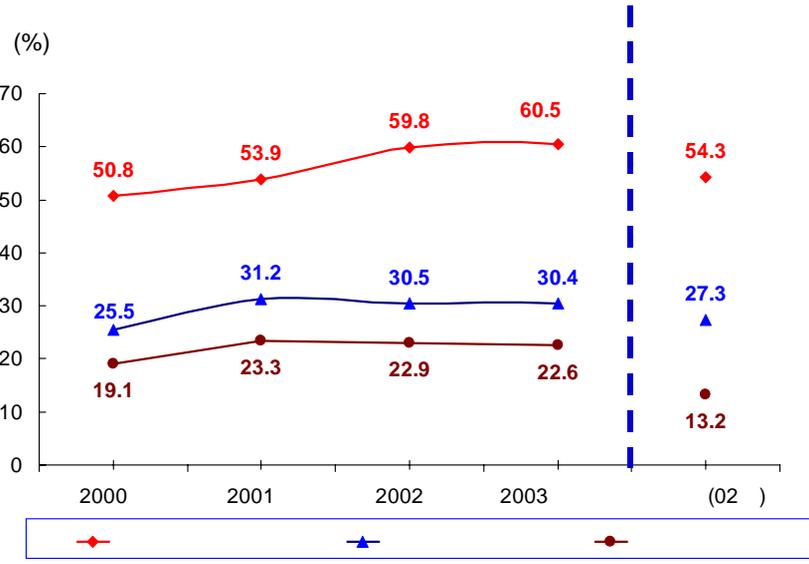
	2000	2001	2002	
			40	15
ROE(%)	47	46	40	15



( 2002 : 19.1%)

	2000	2001	2002	
			30.0	18.8
(%)	26.2	20.1	30.0	18.8

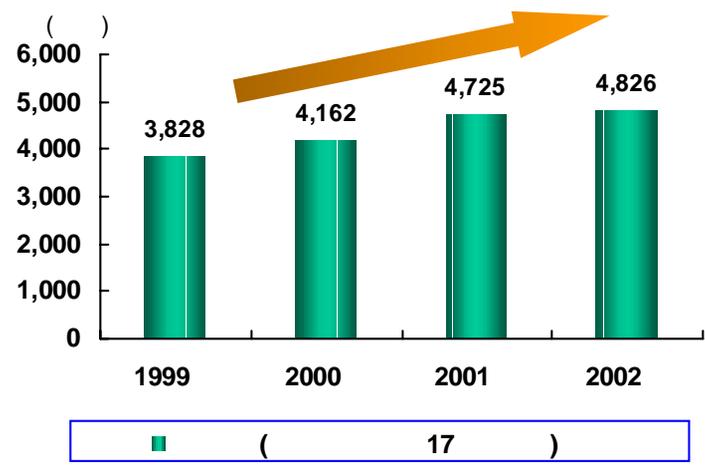
2



[ ] ( : , %)

	2000	2001	2002	2003
	656	984	1,167	1,363
(%)	50.8	53.9	59.8	60.5
(%)	25.5	31.2	30.5	30.4
(%)	19.1	23.3	22.9	22.6

3



( ) [ ]

	1999	2000	2001	2002
	800	1,082	1,812	2,097
	1,254	1,394	1,468	1,201
	1,522	1,417	1,108	1,102
	252	269	337	426
	3,828	4,162	4,725	4,826

4

[ 가 ] ( : )

	2000	2001	2002	2003
	57	71	82	84

: Restaurant

NEEDS

VPN System (VPN : Virtual Private Network Restaurant )  
(DW)

Mobile-Project : PDA ,

: 1 , 2

: 4 ( , , , )

5

2001 BEST 5 ( 1 )

Brand 1 [ Market Share : 78%(2002 2,097 1,640 )]

50

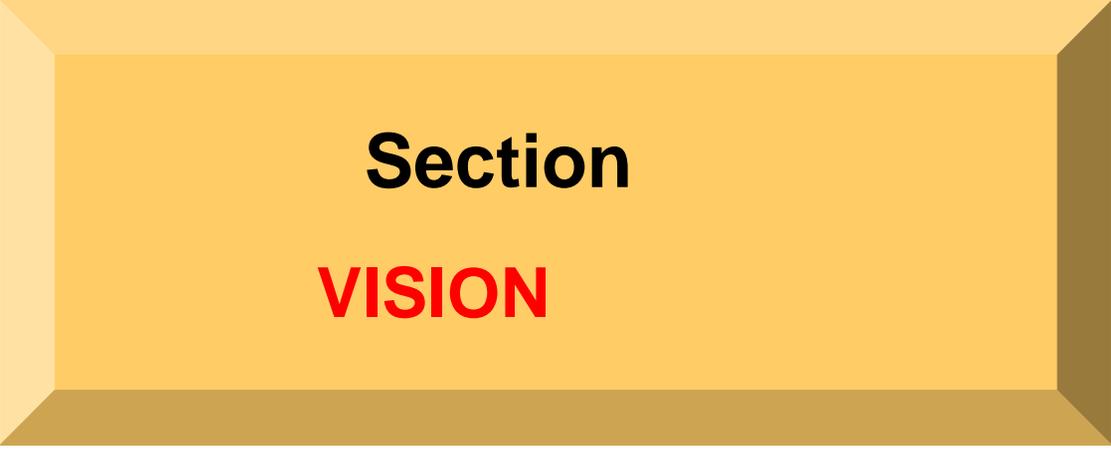
know-how( )

( : )

	2002	2003		(%)
	116,727	136,292	19,565	16.7
가	46,878	53,846	6,968	14.9
( %)	69,849 (59.8)	82,446 (60.5)	12,597	18.0
	34,269	40,955	6,686	19.5
( %)	35,580 (30.5)	41,491 (30.4)	5,911	16.6
	2,288	3,355	1,067	46.6
( %)	37,868 (32.4)	44,846 (32.9)	6,978	18.4
( %)	26,723 (22.9)	30,846 (22.6)	4,123	15.4

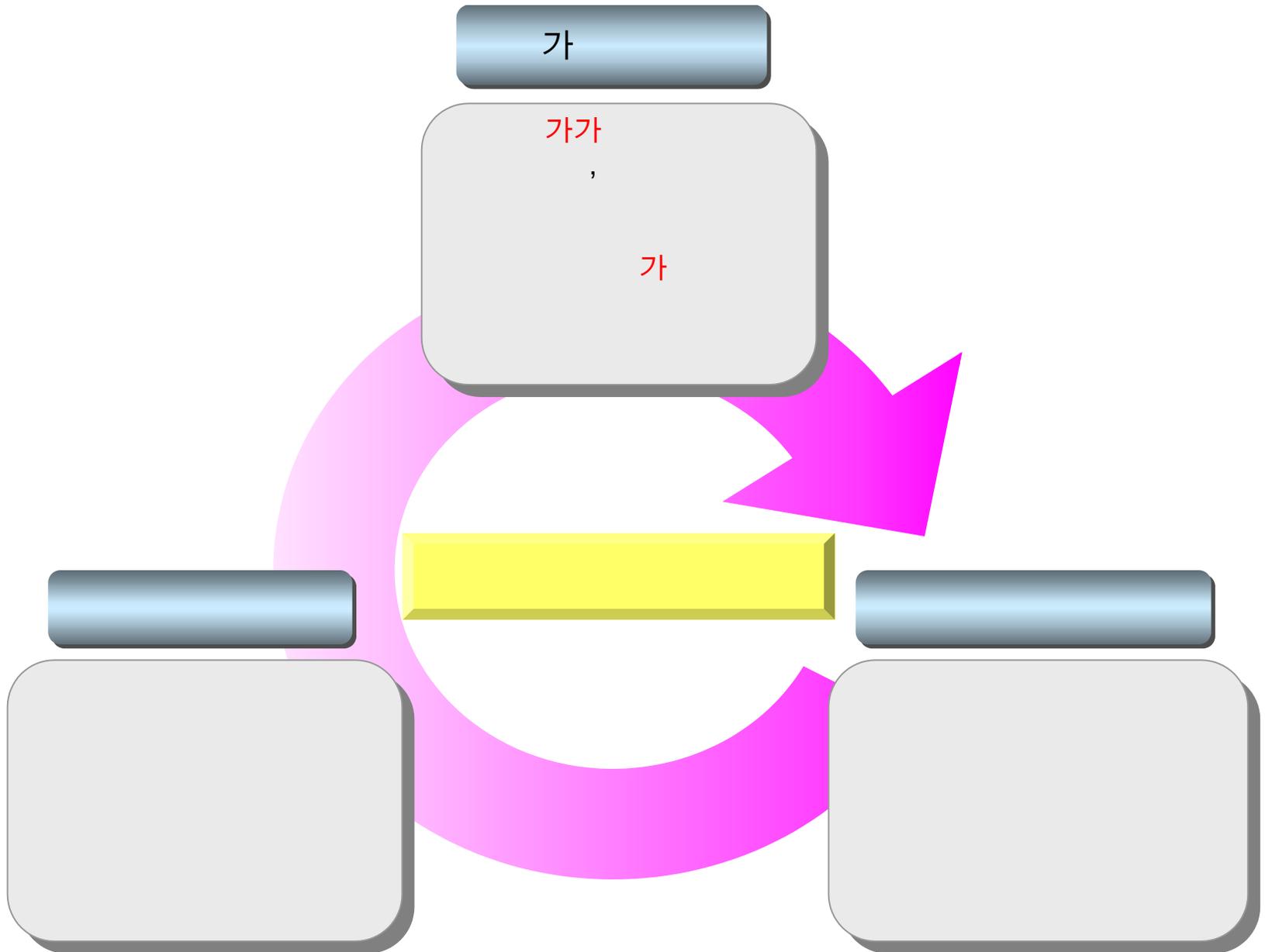
( : )

	1	2	3	4	2003
	33,685	32,639	33,001	36,967	136,292
가	12,941	13,128	12,767	15,010	53,846
( %)	20,744 (61.6)	19,511 (59.8)	20,234 (61.3)	21,957 (59.4)	82,446 (60.5)
	8,976	10,068	10,830	11,081	40,955
( %)	11,768 (34.9)	9,443 (28.9)	9,404 (28.5)	10,876 (29.4)	41,491 (30.4)
	1,072	511	861	911	3,355
( %)	12,840 (38.1)	9,954 (30.5)	10,265 (31.1)	11,787 (31.9)	44,846 (32.9)
( %)	8,843 (26.3)	6,566 (20.1)	7,186 (21.8)	8,251 (22.3)	30,846 (22.6)



**Section**

**VISION**



## TOP3

2004

2005

2006

Line-up

- : 2,084
- : 261
- : 63

Franchise

- : 2,333
- : 461
- : 95

Franchise

- : 2,595
- : 674
- : 142

Franchise



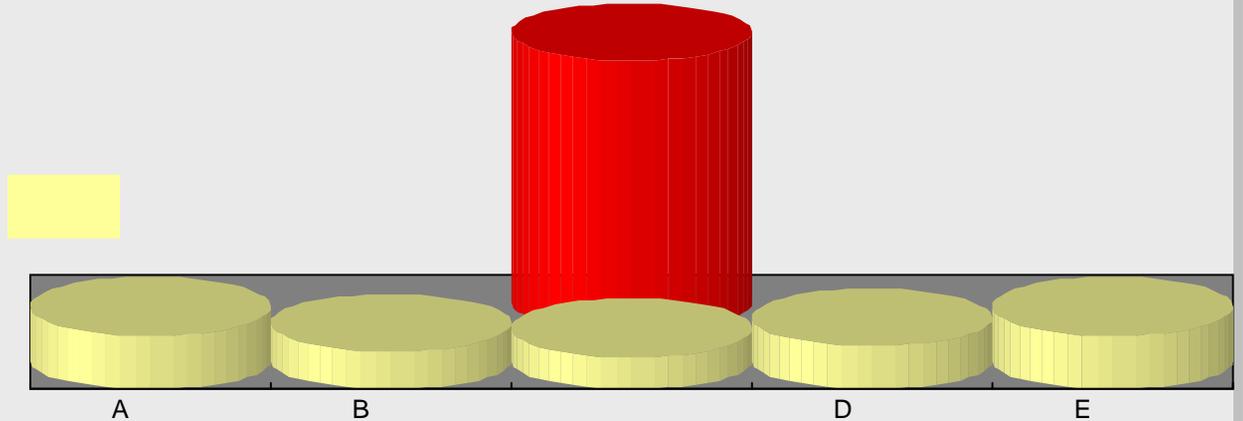


[ ]

Target : 20 ~30

:

04 : 120



Concept

- 
- : P
- : GABA
- 

NEEDS  
Rutin

2. 2

: 40 / (1 8 , 375Mℓ )

: 200 (2002 20 )

1

: 20 / (1 8 , 375Mℓ )

: 13~15

[ 2 ]

Line ( 1 3~5 )

3.

04 : 4 10 가

04 : 21

가 : + 가 +

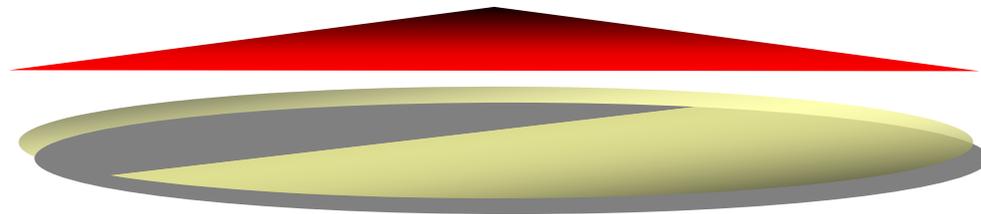
05

2000	2001	2002	2003
57	71	82	84

가	가
5	가
:가	
<b>65:35</b>	<b>60:40</b>

2000	2001	2002	2003
: 12	22	30	40
가: 8	14	19	26

가



가 (52%,2002 )

375Mℓ 가

2000	2001	2002	2003
270	240	230	222

가 (23%,2002 )

가( /kg)

2000	2001	2002	2003
3,231	3,589	2,500	2,450



2002

11% (430 )

2003 : 1,000

lead-time

ppm

6 Sigma

- 2002 :
- 2003 :
- 2004 :



## Profile

1. : 1968
2. : ,
3. capacity : 350
4. (02 ) : 97



1. : ‘ ’ 50  
= 가 (140 ) - (90 )  
2003 3 : 41 , : “0”

2.

HAITAI & Company

‘6 ’

: , , , , ,

( 6 )

Risk

Synergy

:

+

know-how



( : )

	36	35
	12,922	12,091
	7,734	9,536
	20,656	21,627
	3,652	5,209
	1,830	1,804
	5,482	7,013
	7,000	7,000
	6,223	6,223
	1,951	1,391
	15,174	14,614



\* 36 :  
 2002 7 1  
 ~ 2003 6 30

\* 35 :  
 2001 7 1  
 ~ 2002 06 30



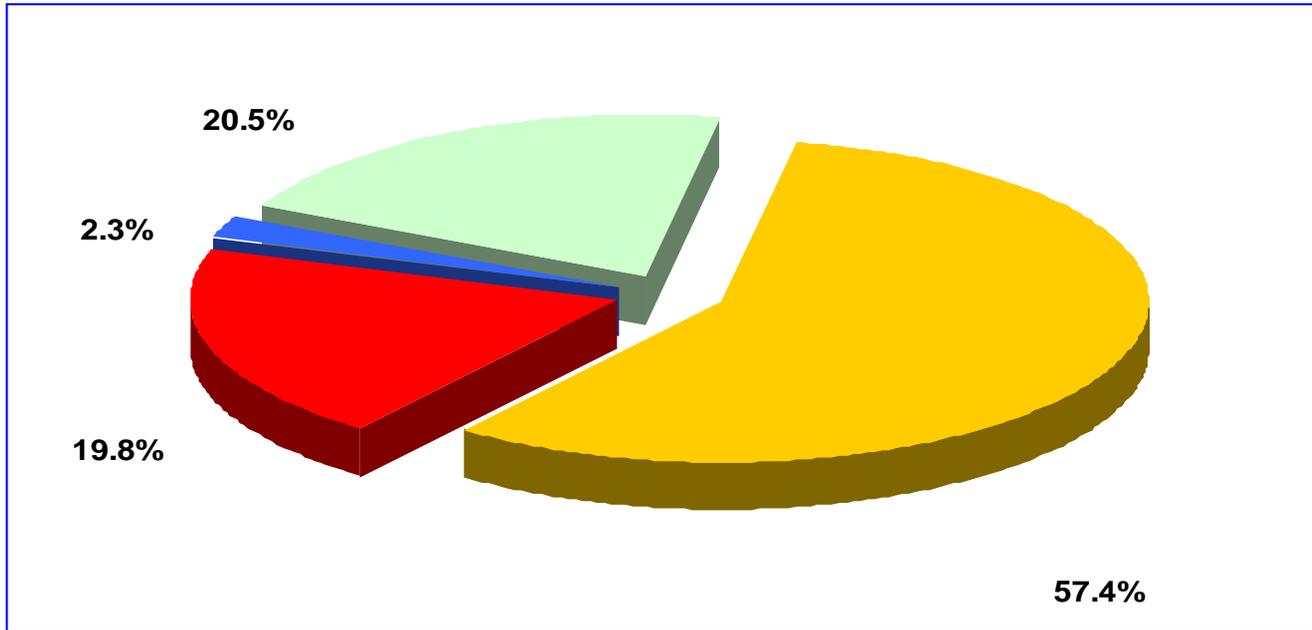
( : )

	36	35
	17,173	17,102
( %)	(40.7)	(40.6)
	6,989	6,935
	6,493	6,339
( %)	(2.9)	(3.5)
	496	596
( %)	(3.3)	(8.1)
	560	1,391



\* Master Plan

\*  
\*



[2003 9 30 ] ( : , %)

*					
	10,190,345	3,515,581	410,359	3,636,577	17,752,862
	57.4%	19.8%	2.3%	20.5%	100.0%

\* : 7,248,074 (40.8%), 1,678,657 (9.5%), 1,263,614(7.1%)