

Investor's Guide

KOOKSOONDANG Co.,Ltd.

KOREAN TRADITIONAL WINE BEK SE JU



Section :

Section : VISION

ROE

VISION

2003

2

Franchise

2003

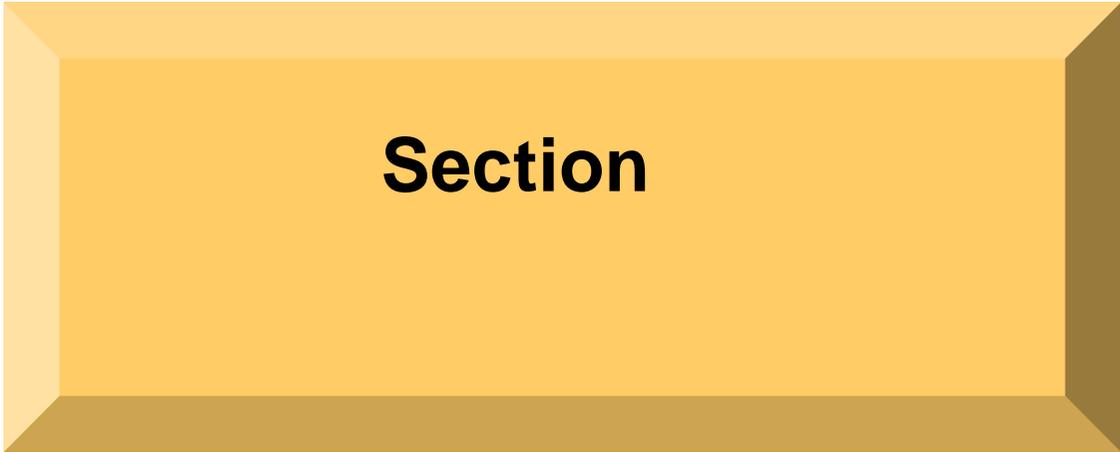
가 가

Franchise

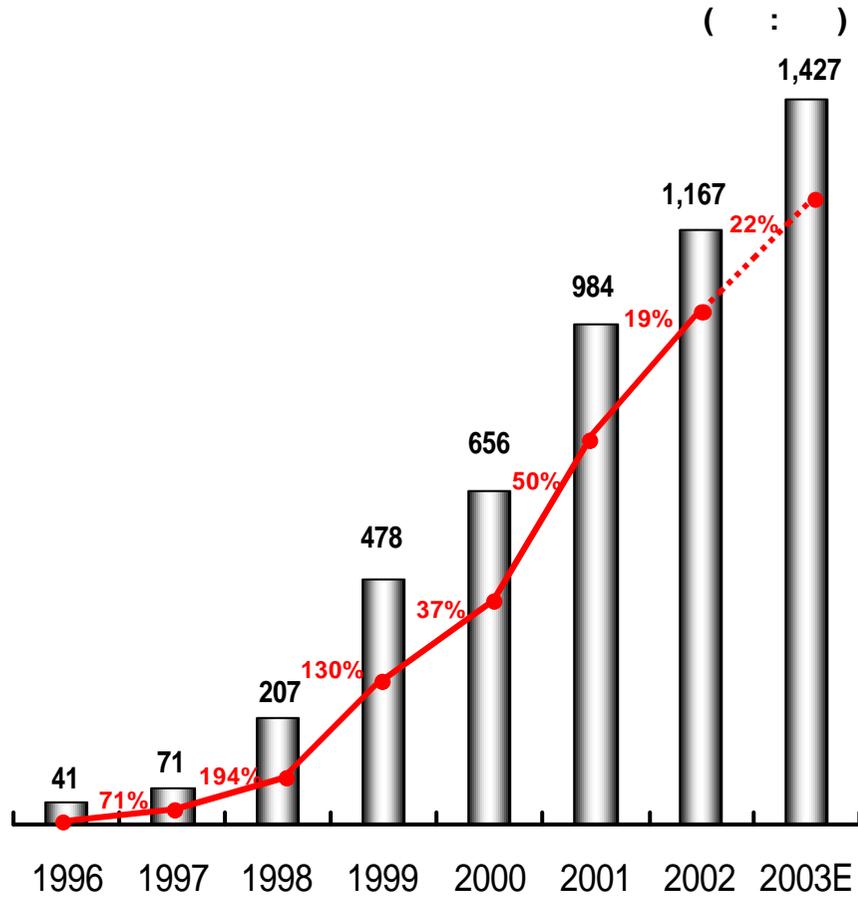
2003

2003		(02 VS 03)
2003	1Q	(02 VS 03)
2003	2~4Q	(02 VS 03)

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	1,427

[/]

(:)



	1997	1998	1999	2000	2001		2002	
	3,020	2,772	2,896	3,098	3,254	49.6%	3,383	49.7%
	1,183	1,386	1,602	1,679	1,826	27.8%	2,032	29.8%
	393	389	507	591	746	11.4%	741	10.9%
	157	145	152	142	111	1.7%	110	1.6%
	9	28	67	91	138	2.1%	164	2.4%
	274	292	330	354	484	7.4%	383	5.6%
	5,036	5,012	5,554	5,955	6,559	100.0%	6,813	100.0%

: ()

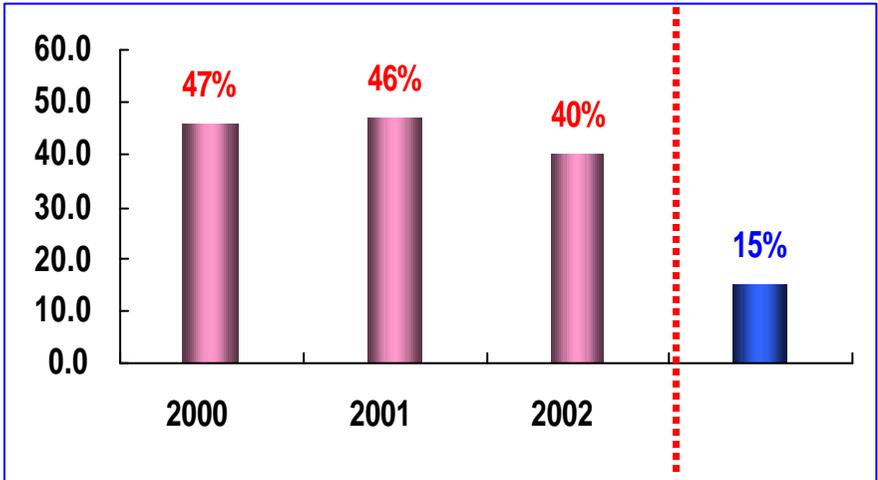
: 가

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

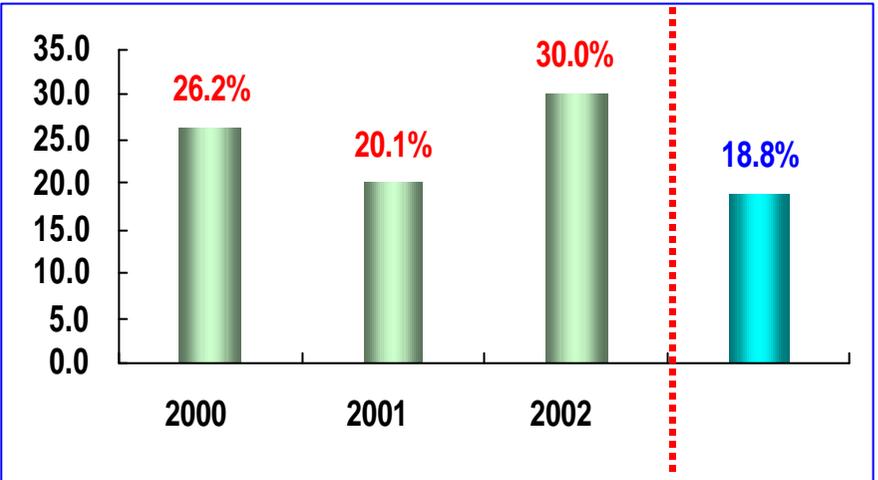
(13) : 2003 1

1 ROE

ROE



ROE

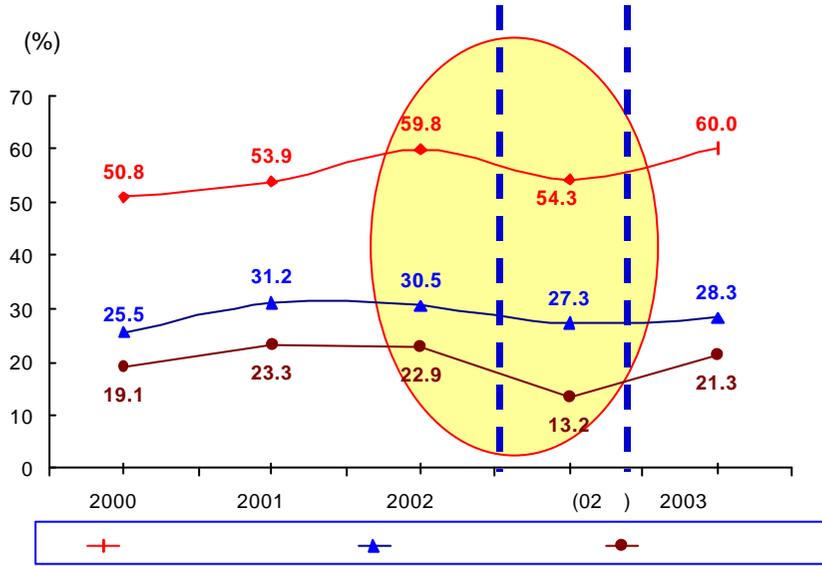


(2002 : 19.1%)

	2000	2001	2002	
ROE(%)	46	47	40	15

	2000	2001	2002	
(%)	26.2	20.1	30.0	18.8

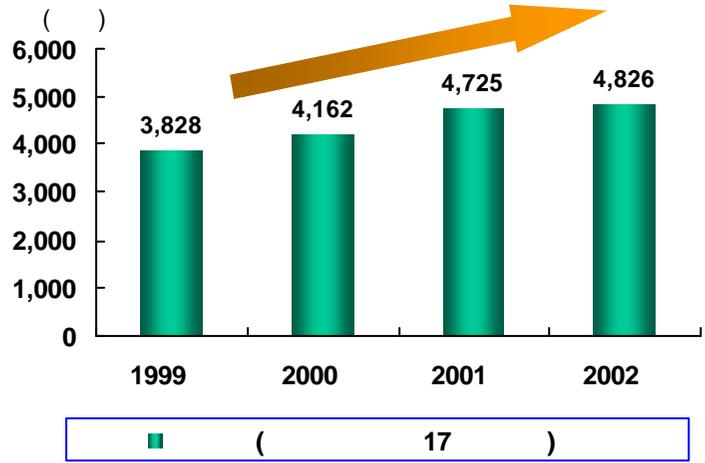
2



[] (: , %)

	2000	2001	2002	2003
	656	984	1,167	1,427
(%)	50.8	53.9	59.8	60.0
(%)	25.5	31.2	30.5	28.3
(%)	19.1	23.3	22.9	21.3

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	90

: 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()

6

(:)

	1998	1999	2000	2001	2002
(A)	46	136	293	697	878
(B)	2	1	1	*75	*75
(A-B)	44	135	292	622	803

* 2001 , 2002 75

: 2001 6 26

: 2002 6 26 ~ 2004 12 28

가 : 17,529

: 2003 3

** 가 , 가

2003

(02 vs. 03)

	2002	2003		(:)
				(%)
	116,727	142,734	26,007	22.3
가	46,878	57,065	10,187	21.7
(%)	69,849 (59.8%)	85,668 (60.0%)	15,820	22.6
	34,269	*45,347	11,078	32.3
(%)	35,580 (30.5%)	40,321 (28.3%)	4,742	13.3
	2,288	3,090	802	35.1
(%)	37,868 (32.4%)	**43,412 (30.4%)	5,544	14.6
(%)	26,723 (22.9%)	30,388 (21.3%)	3,665	13.7

* 2003 가 가 : 27 (40 , 2003 : 282)

Launching

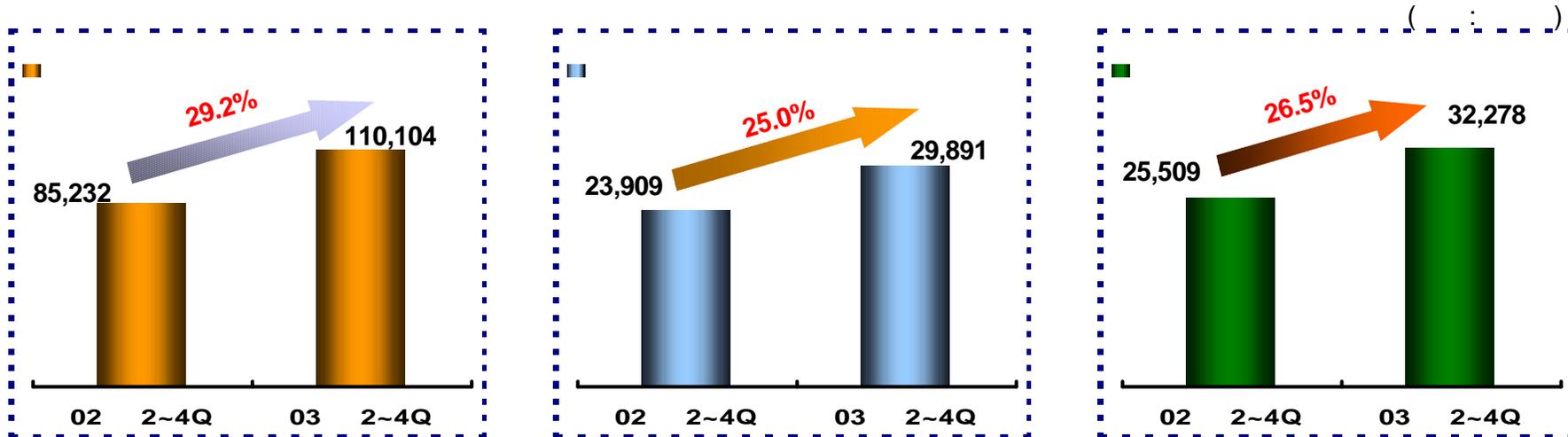
가

** 2003

가

2003 2Q~4Q

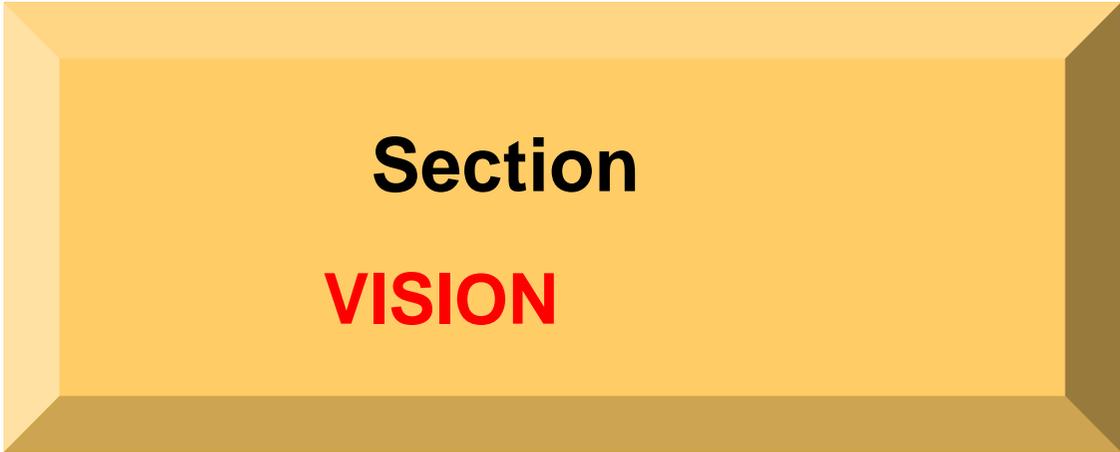
(02 vs. 03)



(:)

	02.2Q~4Q	03.2Q~4Q		(%)
	85,232	110,104	*24,872	29.2
	51,844	65,519	13,675	26.4
	23,909	29,891	5,982	25.0
	25,509	32,278	6,769	26.5

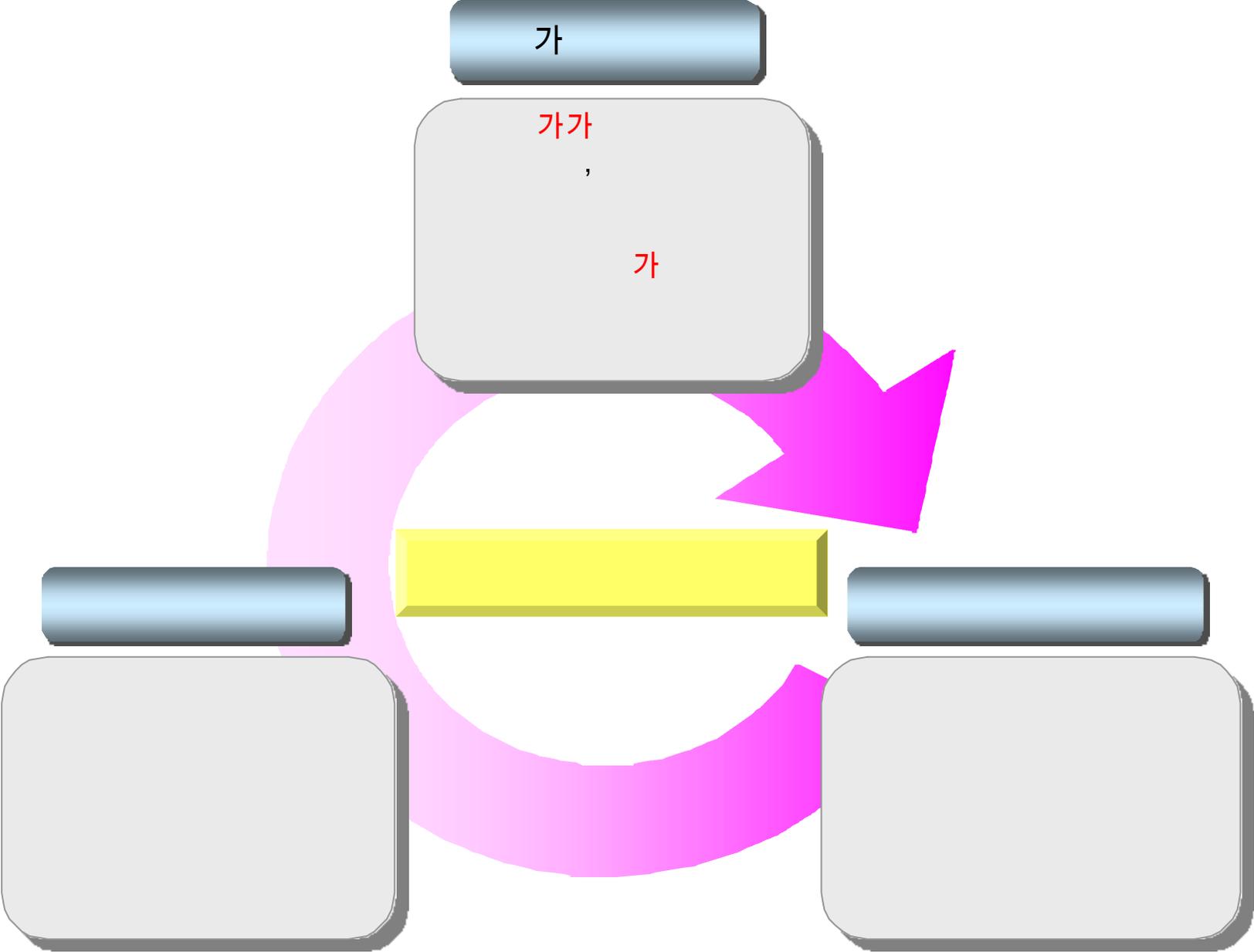
* 가
 2002 2003
 [2002 2 : , 3 :]



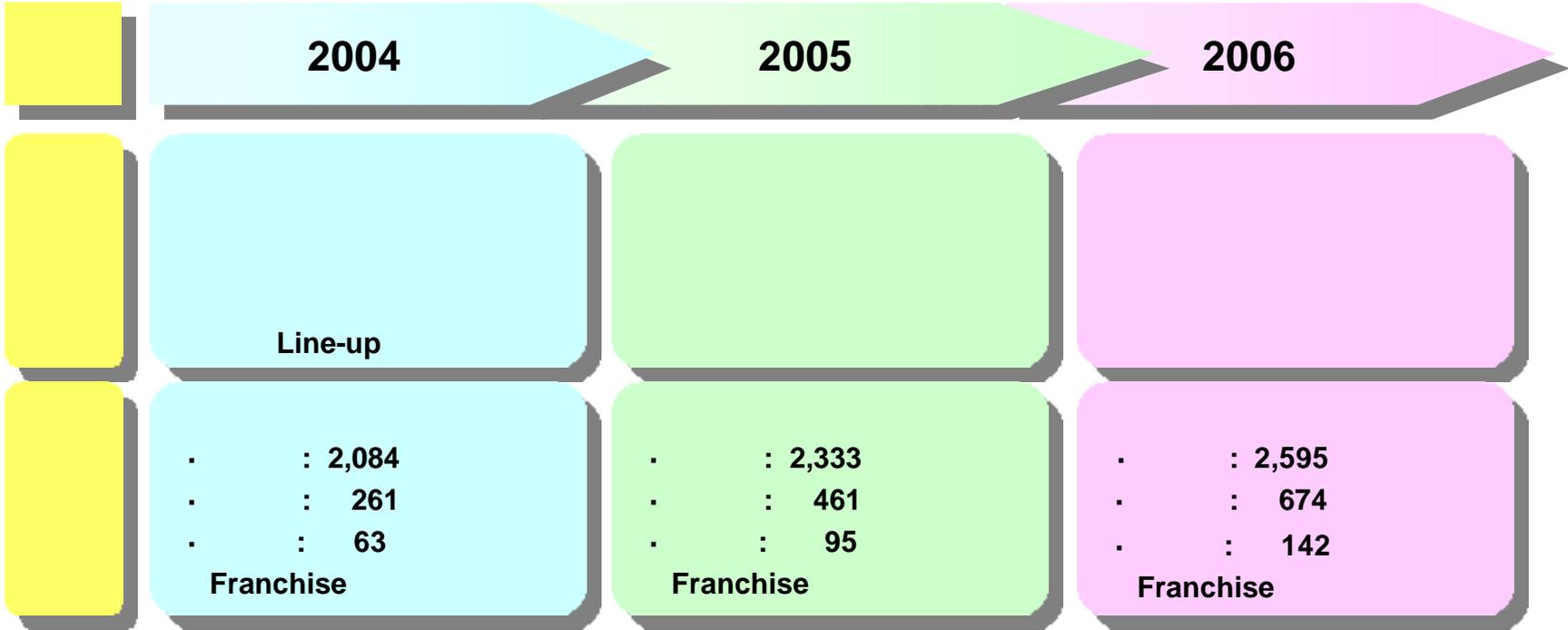
Section

VISION

VISION



VISION



- 1.
- 2. 2
- 3.

1.

2003

Concept : Needs

: Recipe, , 가 , ,

: Channel

2003 : 60 ()

2. 2

2003 12

: 40 / (1 8 , 375Mℓ)

: 200 (2002 20)

1

: 20 / (1 8 , 375Mℓ)

: 13~15

[2]

Line

1

: 3~5

3.

2002 : 3 Open(2003 1 4 Open)

2003 :

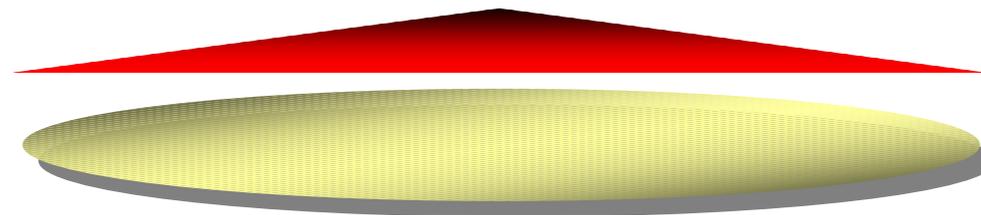
2003

2000	2001	2002	2003
57	71	82	90

가	가
5	가
:가	
65:35	60:40

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

가



2003 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 :		(:900)	

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
	11,322	12,091
	9,771	9,536
	21,093	21,627
	3,889	5,209
	1,946	1,804
	5,835	7,013
	7,000	7,000
	6,224	6,223
	2,034	1,391
	15,258	14,614



* 36 :
 2002 7 1
 ~ 2002 12 31

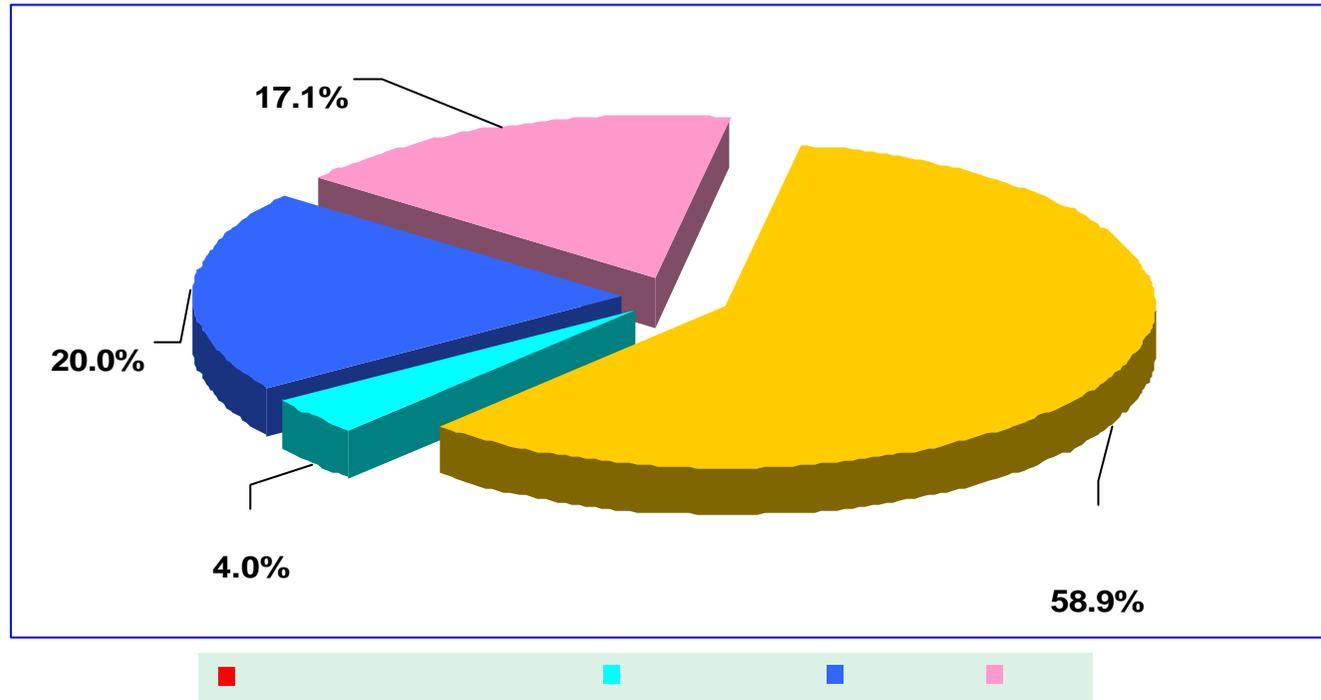
* 35 :
 2001 7 1
 ~ 2002 06 30



	36	35
	9,640	17,102
(%)	4,096 (42.5)	6,935 (40.6)
	3,486	6,339
(%)	610 (6.3)	596 (3.5)
(%)	644 (6.7)	1,391 (8.1)



* Master Plan
 *
 *
 * 36



[2003 2 28] (: , %)

*					
	5,100,316	346,406	1,736,342	1,479,436	8,662,500
	58.9%	4.0%	20.0%	17.1%	100.0%

* : 3,627,695 (41.9%), 840,176 (9.7%), 632,445(7.3%)