The Leading B2B & Industrial Market Research Firm in Korea
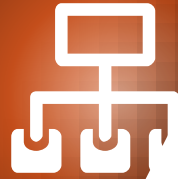
KOREA DATA NETWORK

Vision & Mission

Pioneer

Leading Market Research Firm

25+ yrs History

Strong Track Record

Investment in Innovation

Profitability

Optimizing process

Cost efficiency

New Market Opportunity

Sustainable Growth

Professionality

Focus Expertise

Commitment to Quality

Unmatched quality of Deliverables

Insightful Consulting

Passion

Pursue of Sustainable Values

Higher Customer Satisfaction

Striving for Excellence

Personal commitment

Intelligent Research Innovative Insights

KDN RESEARCH

www.kdn21.co.kr

About Korea Data Network ("KDN")

Driving Your Future with Korea Data Network

"We want to be your partner in your success, helping you develop new winning strategies for sustainable profitable growth, enabling you to further drive competitive edge and improve both organizational and individual capabilities.

We will continue to transform ourselves to play a key role as your reliable business partner, delivering distinguished services and eliciting your insights

We commit ourselves to help you drive your future to meet rapidly changing customer needs."
– Mrs. Lee Jean, CEO of KDN

Korea Data Network ("KDN") is a full service market research firm, well known for B2B research capabilities, sophisticated industrial market surveys, comprehensive consumer market opportunity studies, supporting strategic decision–making and market strategy formulation.

Over 25 years, we have worked for hundreds of clients including government agencies, consultancies, industrial organizations and blue chip companies, with core offerings in Industrial, Energy, Electricity, Steel, Healthcare, IT, Logistics, Automotive, Food, Construction, Chemicals, Electronics, the convergence of industries, and a wide range of other industry sectors.
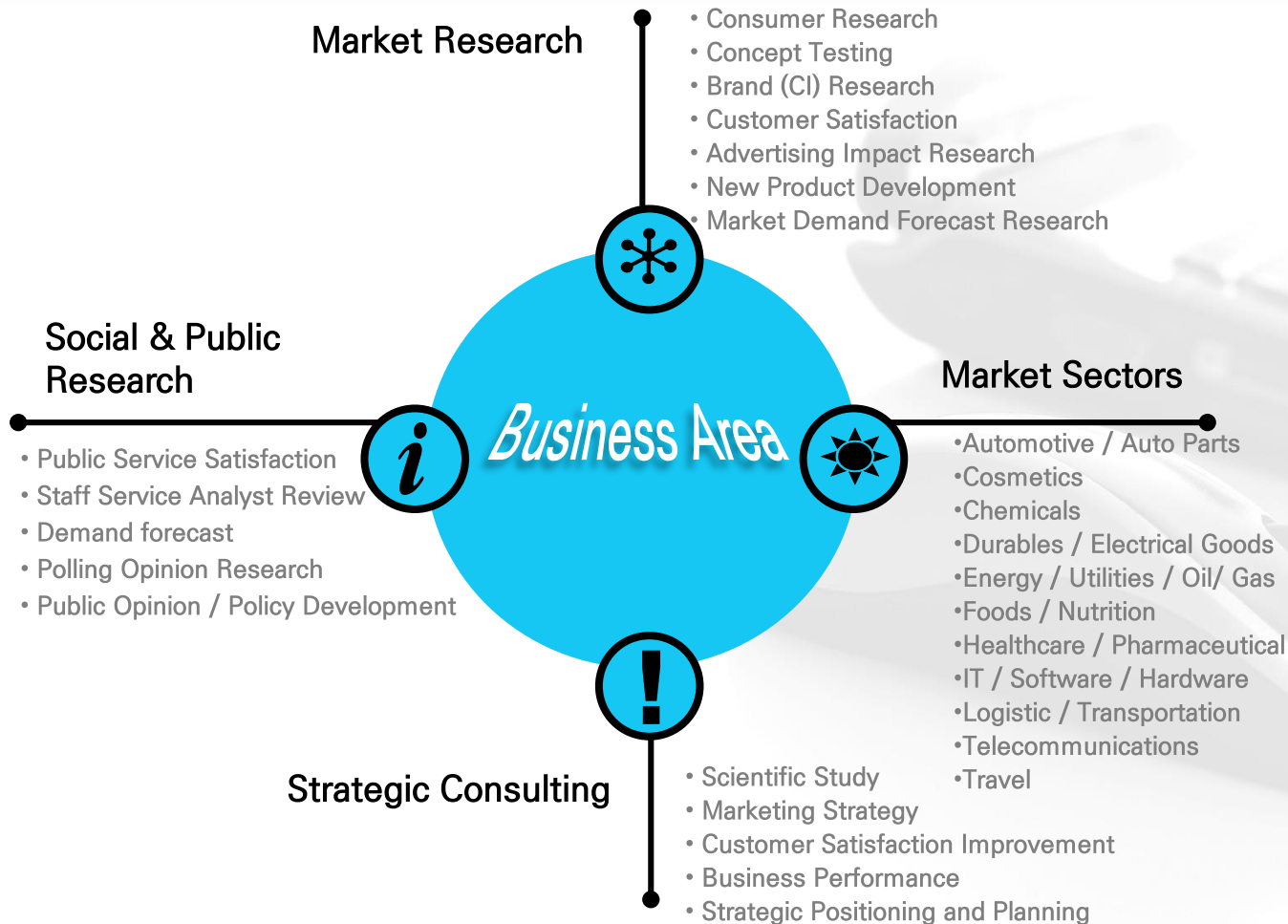
Custom - Made Research
Jump Your Paradigm

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Service Scope

Korea Data Network ("KDN") is a leading Korea market research and consulting firm providing comprehensive research services and strategic analyses of information. Our business areas are: B2B market research, Consumer market research, Strategic Consulting and Social & Public Research.
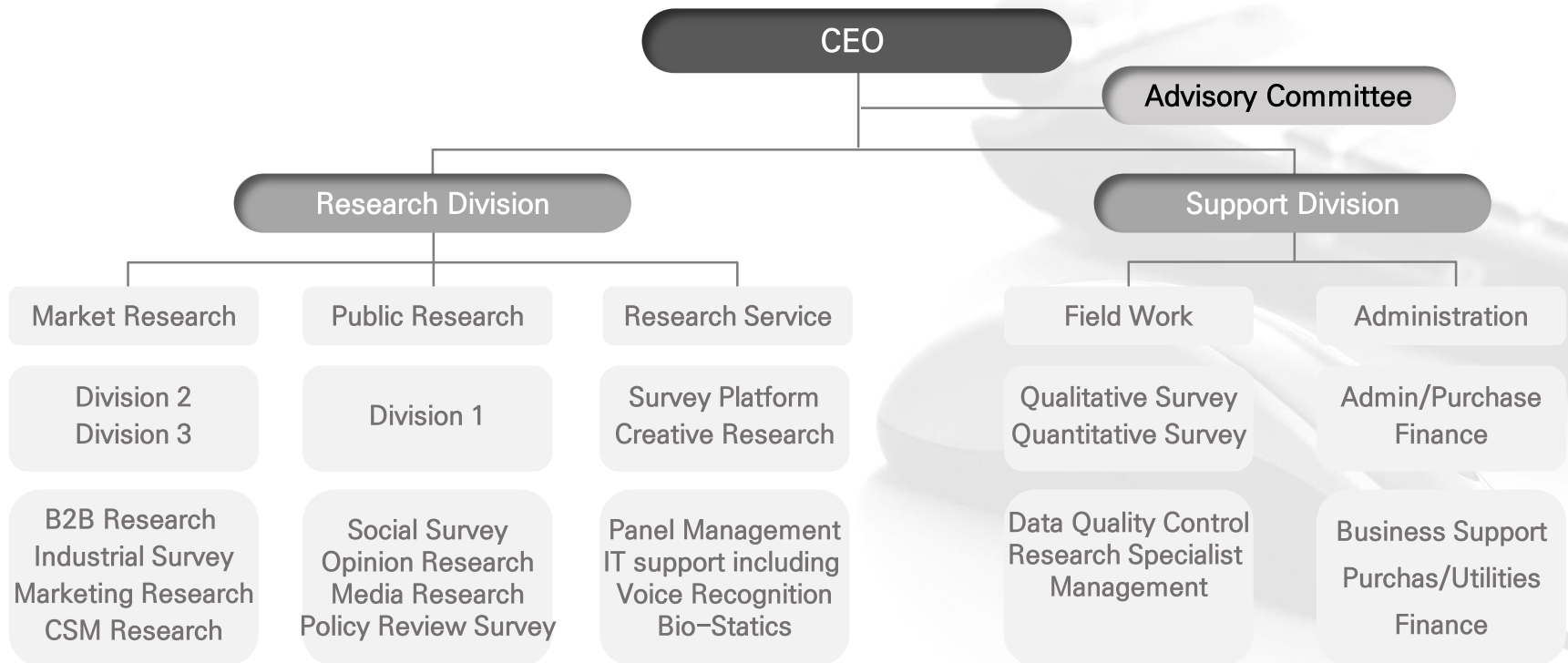
Business Area

Market Research
- Consumer Research
- Concept Testing
- Brand (CI) Research
- Customer Satisfaction
- Advertising Impact Research
- New Product Development
- Market Demand Forecast Research

Social & Public Research
- Public Service Satisfaction
- Staff Service Analyst Review
- Demand forecast
- Polling Opinion Research
- Public Opinion / Policy Development

Market Sectors
- Automotive / Auto Parts
- Cosmetics
- Chemicals
- Durables / Electrical Goods
- Energy / Utilities / Oil/ Gas
- Foods / Nutrition
- Healthcare / Pharmaceutical
- IT / Software / Hardware
- Logistic / Transportation
- Telecommunications
- Travel

Strategic Consulting
- Scientific Study
- Marketing Strategy
- Customer Satisfaction Improvement
- Business Performance
- Strategic Positioning and Planning

Organization Structure

More than 25 years of experience with extensive expertise

The organization structure is optimized to adapt to the fast-growing market as well as any customer requirements.

From Strategy development, Planning, R&D to Market research, our streamlined project process and state-of-the art fieldwork, together with relevant expertise with highly experienced specialists, will guarantee successful projects.

CEO	
	Advisory Committee

Research Division

Market Research	Public Research	Research Service
Division 2 Division 3	Division 1	Survey Platform Creative Research
B2B Research Industrial Survey Marketing Research CSM Research	Social Survey Opinion Research Media Research Policy Review Survey	Panel Management IT support including Voice Recognition Bio-Statics

Support Division

Field Work	Administration
Qualitative Survey Quantitative Survey	Admin/Purchase Finance
Data Quality Control Research Specialist Management	Business Support Purchas/Utilities Finance

Total number of employees: 35 excluding consultants

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Our value proposition

01

Full service agency with nation-wide coverage

We have a deep understanding of the Korean market and extensive experience in most industries

02

Providing the most cost effective research solution

We offer advice at the planning stage, while leveraging our professional expertise to seek the most cost effective method, all the while optimizing the process without compromising the quality of work

03

Offering tailored, phased projects upon client's request

Upon the client's request, we adopt a phased approach to projects, allowing clients to reduce the project cost or time

04

A strong information security system

We protect, technically and systematically, the privacy of all information collected from our clients and project participants under a strong compliance and disciplinary frameworks

05

Best aftersales services using Data Bank – Data Base

We operate an in-house Data Bank to maximize our operation efficiency and customer service capability, which enables us to provide after sales services anytime

06

A high quality custom research

We are very familiar of custom qualitative and quantitative research providers with high-level strategic analyses. We conduct extensive secondary research on most projects using proprietary and publically-available databases, competitor literature and websites, trade shows, industry statistics (production, import/export, value).

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Major Services

Marketing & Public Opinion — Market Research & Strategic positioning and planning

Objective: To understand how specific markets/industries or the overall society work, analyzing facts, challenges and issues. To be able to offer solutions and methods suitable to select the best possible approach.

KDN utilizes trained and experienced researchers, and selects the appropriate qualitative/measureable methodology for the task, understanding the respondents' behaviors, tendencies, and unarticulated insights.

We help clients develop sound strategic principles and turn information and intelligence into actionable insights.

- ❖ Market Research : Industry/Lifestyle/Welfare/Environment/Education etc.
- ❖ Consumer Research : Brand management/Communication performance
- ❖ Market Opportunity : Products / Facilities / Services / IT, etc.
- ❖ Academic Research : Scientific Research
- ❖ Industry Analysis : Logistics/Transportation/Construction/Auto/Public agen
- ❖ Polling Opinion : Public opinion/Policy development

Major Services

Satisfaction Survey

Statistical analysis of individual's behaviors and preferences

Objective: To decrypt each individual's attitudes, feelings, opinions and behaviors into the data through intensive analysis including nonverbal factors, customary manners, conscious decisions.

We effectively derive logical results to understand trends and needs.

KDN delivers relevant findings and concrete recommendations on action, since we understand what the construct of customer satisfaction is actually comprised of.

- ❖ Customer Satisfaction Survey : Product Users/Service Users/Offline & Online consumers, etc.
- ❖ Employee Satisfaction Survey : Welfare/Culture/Facilities/Work environment/Salary/Incentives
- ❖ Subcontractor Satisfaction Survey : Distribution/Delivery/1st and/or 2nd tier suppliers
- ❖ Audience Satisfaction Survey: Play/Musical/Movie/Concert etc.
- ❖ Mystery Shopping : Foods/Products/Sales Stores/Department

Major Services

Strategy & Management Consulting

Enhancing competitiveness and market value

Objective: To support clients to develop strategic positioning for facing the next wave and to maintain a competitive advantage in a hyper-competitive environment that is constantly changing.

KDN focuses on formulating dynamic strategies for our clients (corporation, public organization, academics, etc.) that enable them to either capture new growth, improve efficiencies, or maximize policy impacts.

Our consulting service includes organization management, long term strategy review, new business development, evaluation process, etc., which optimally meets our clients' needs for concrete recommendations for action.

❖ Strategy & Management Consulting: HR Consulting (Evaluation process or Restructuring, etc), Management Consulting (Organizational Diagnosis, Go-to-market strategy, Marketing Strategy, Positioning & Pricing strategy, etc)

❖ Academic Research : Policy evaluation/Financial analysis/Mid-long term strategy/Evaluation Process, etc.

❖ Politics : Public institution integrity survey/Politics survey

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Methodology

Specialized scientific research system

Based on our extensive experience with a wide variety of survey methods for market research, we can identify the proper method to ensure the maximum depth of knowledge. The methods we use include both quantitative and qualitative approaches:
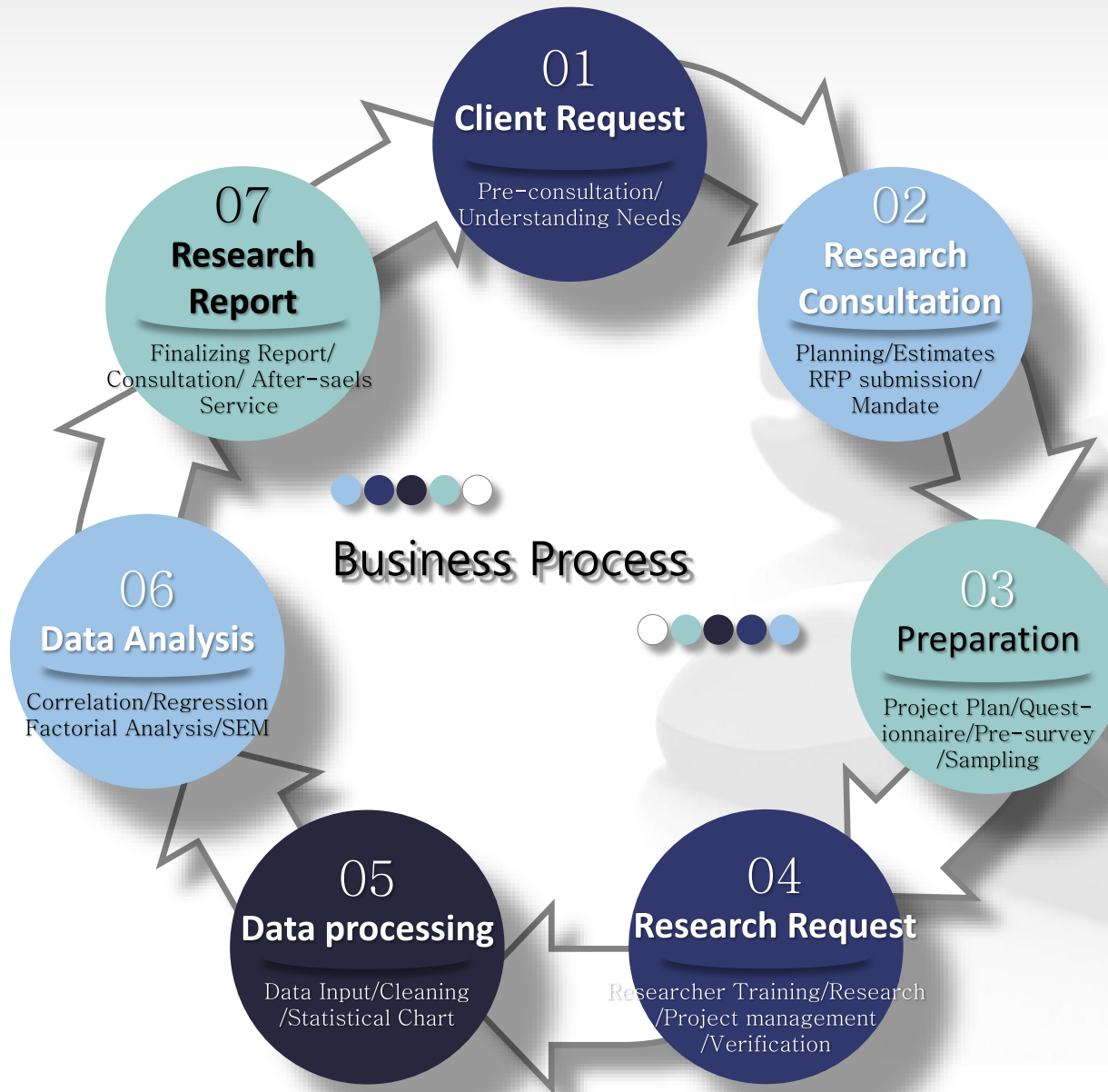
KDN has 5 regional offices in major cities apart from its HQ in Seoul with experienced & knowledgeable on-site resources, which geographically cover a nation-wide research.
We ensure all participants have a clear understanding of their clients' needs by providing orientation training, overseeing the process, and controlling the data quality throughout the full project cycle.

We perform an in-house data validation process to ensure data integrity and quality data analytics, so that your decision-making is reflective of the market and competitive realities, and is based on sound strategic principles.

- ❖ Interview Method: Personal interview, Group discussion,

    In-depth interview, Exit polls

- ❖ Telephone interviews (C.A.T.I.): Monitoring, Happy Call, ARS,

    Web-assisted telephone interview

- ❖ E-Mail : Panel survey, Group survey

- ❖ FGI(Focus Group Interview)

- ❖ Postal survey, Transportation research

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Standard Business Process

01 **Client Request**
Pre-consultation/
Understanding Needs

02 **Research Consultation**
Planning/Estimates
RFP submission/
Mandate

03 **Preparation**
Project Plan/Quest-
ionnaire/Pre-survey
/Sampling

04 **Research Request**
Researcher Training/Research
/Project management
/Verification

05 **Data processing**
Data Input/Cleaning
/Statistical Chart

06 **Data Analysis**
Correlation/Regression
Factorial Analysis/SEM

07 **Research Report**
Finalizing Report/
Consultation/ After-saels
Service

Business Process

Key Project Performance

Conducted 200+ Government surveys from 2013 to 2017
accredited by each government agency

We have worked with government agencies that have demanding requirements in data accuracy and security.

In 2017 alone, we have managed 45 government projects including the below:

Client	Project
Korea Power Exchange	Industrial Electricity Utilization Survey
Korea Agro-Fisheries & Food Trade Corp	2017 Food industry ingredients consumption survey
Korea Apparel Industry Association	Sewing industry study
Korea Health Development Industry Institute	Bio-health Industry Survey
Association of Korea Exhibition Industry	2017 Overseas exhibition performance measurement
Korea Federation of SMEs	Survey on SME Cooperative Status
Korea Employment Information Service	2017 Survey on Flexible Working system
Korean Educational Development Institute	OECD TALIS Survey
Incheon Business Information and Technology	Status survey on Culture, Contents Industry in Incheon City
Korea Association of Standards & Testing	Survey on measurement tech for HealthCare service
Korea Display Industry Association	2017 Display Industry Employment Status Survey
Fair Trade Commission	Survey on Foods Delivery Application
Korea Health Development Industry Institute	Overseas Investment Status of Pharmaceuticals
Korea Industrial Complex Corp	Satisfaction measurement for Investment Promotion
Korea Software Industry Institution	2017 Software testing industry survey
Korea Federation of SMEs	SME Textile industry competitiveness study

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Key Project Performance

*Conducted 250+ B2B Industry surveys from 2013 to 2017
earned reputation as the leading B2B, Industrial market research firm*

We have worked with various associations, institutions, and firms to carry out industry surveys since we were founded. We have a team of experienced business consultants who understand both technical product applications and the industry.

Client	Project
Korea Transport Institute	Survey on freight industry
Korea Research Institute of Bio Science & Bio Technology	2017 LAB security status survey
Korea Institute for Industrial Economics & Trade	Small and Medium Companies Competitiveness analysis
Korea Institute of Intellectual Property	2017 Survey for Transfer of Technology, commercialization
Society of Fashion Textile Industry	Fashion and Sewing Industry Survey
Korea Institute for Industrial Economics & Trade	Survey of SME Supply Chain Status
Korea Institute for Industrial Economics & Trade	Survey on Textile Industry
Korea Basic Science Institute	R&D equipment demand forecasting
Science and Technology Policy Institute	Survey on Corp's R&D investment forecasting
Korea Institute for Industrial Economics & Trade	Survey on Electric Vehicle Marketability
Science and Technology Policy Institute	2017 Survey of high performing companies
POSCO Research Institute	Study of Korea Steel Industry
Small & Medium Business Distribution Center	Maintenance, Repair Operation Industry Status
Hyundai Steel	Customer Satisfaction Measurement
Yonhap News	Customer Satisfaction Measurement
Korea Smart Grid Association	Survey on new business development in Electricity industry

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Company Overview

Company Name	Korea Data Network Co., Ltd.
CEO	Jean Lee
Company Type and Expertise	Full Service Market Research Agency B2B Research, Industrial Research, Market Research, Opinion Survey, Academic Research
Established	July, 1994
Location	KDN Building, Kangnam-gu, Bongeunsa-ro 30-gil 56 (Yeoksamdong), Seoul
Contact	Tel : 82-2-548-5141　Fax: 82-2-548-5144
Website	www.kdn21.co.kr
History	• 1994 Founded market research and opinion polling company "Korea Data Network" • 1995 Restated certification of incorporation. Obtained IAP'2 membership • 1996 Data collection and processing using voice recognition system • 1997 Joined ESOMAR • 1998 Developed Qualitative In-depth Research Model for Life-style research • 2005 Moved HQ to Yeoksamdong • 2010 Implemented CATI & WEBTI systems • 2011 Obtained ISO9001 certificate