

# ENTRY KOREA SERVICES PACKAGE

Entry Will Help You To Be The First One In the Market



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## IF YOU ARE NEW IN KOREA MARKET, YOU MAY NEED

### MARKET INFORMATION



To Extend Your Business in  
New Market, You Have to  
Fully Understand  
the Market Trends

### ADVISOR



You Need Someone to  
Trust Who Is Expertized in  
Local Market

### CUSTOMIZED STRATEGIES



Create and Provide  
Customized Strategies for  
New Retailers Will  
Minimize Time and Budget

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# OUR SERVICES

01



## MARKET REPORT

Analyze the Market and  
Provide the Latest Market  
Reports to Clients and Help  
Them To Have Market Insight

02



## OPTION SURVEY

Understand Clients'  
Requirements and Provide  
Suitable Options in The Market

03



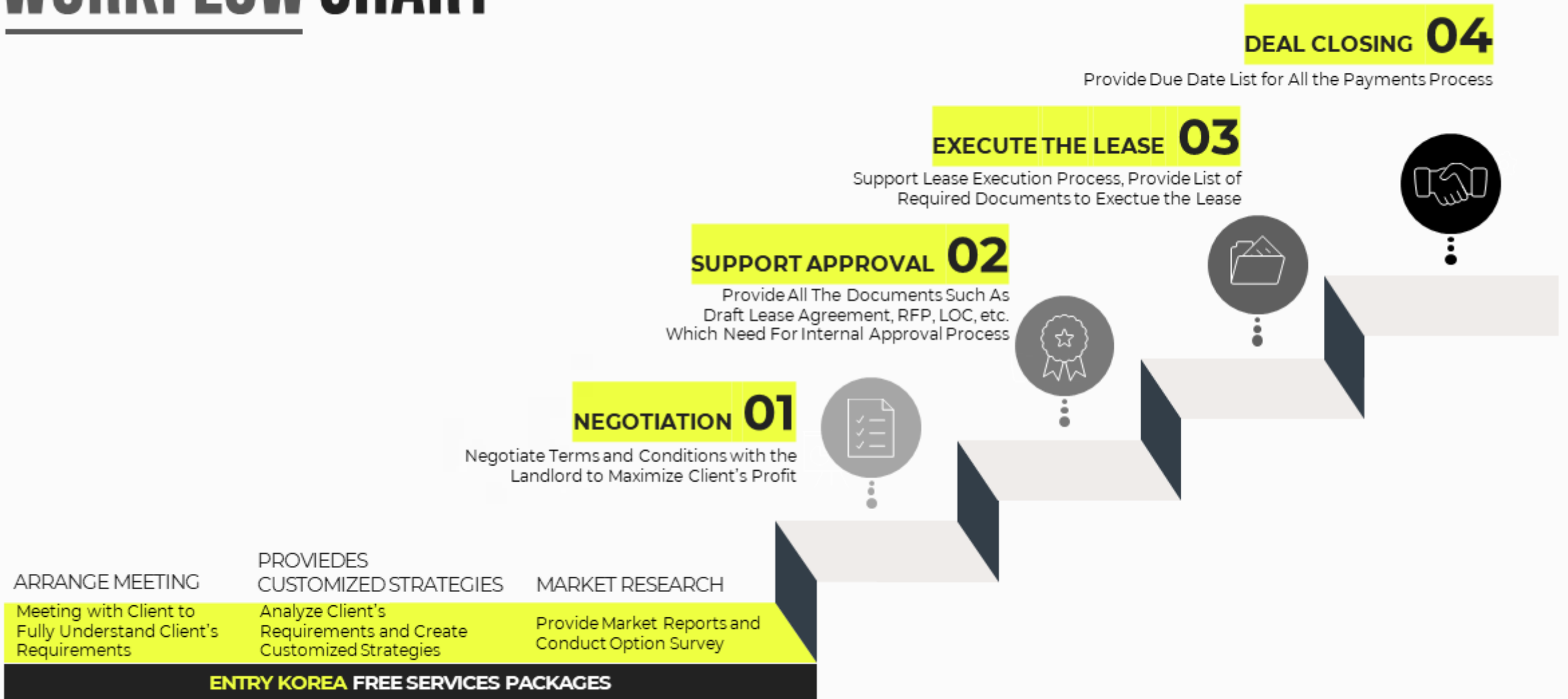
## NEGOTIATION

Negotiate Terms and  
Conditions and Bring the  
Best Outcomes to the Clients

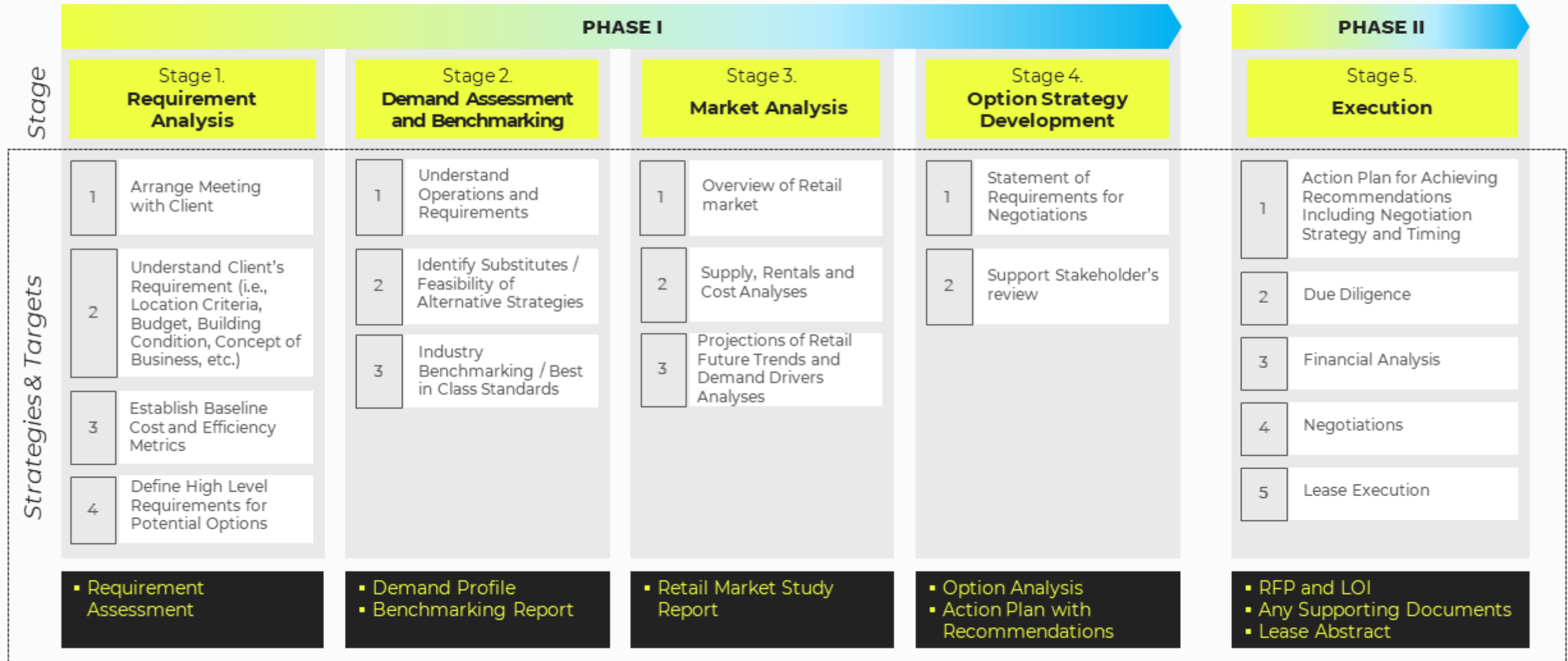
# **WORK PROCESS**



# WORKFLOW CHART



# WORK PROCESS



# SCOPE OF SERVICES

## PHASE I. INITIATION

### REQUIREMENTS ANALYSIS:

- 1 Requirement Definitions;
  - a. Quantity and Quality of Space Required
  - b. Location Requirement & Preferences
  - c. Financial & Accounting Operating Parameters
  - d. Determine Requirement Communication Flows
- 2 Develop Selection Criteria for Phase III (Alternative Evaluation)
- 3 Review Current Relevant Market Condition  
Supply / Demand / Rents & Concessions / Absorption / Lease Comparable

### NEEDS ANALYSIS

Company: \_\_\_\_\_  
 Business Unit: \_\_\_\_\_  
 Prepared By: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Prepared Date: \_\_\_\_\_

Please provide the "Definition of Need" information requested below including the "Weighted Preference Level" associated with that issue according to the legend below. The Definitions of Need provided for each issue will be used in qualifying properties that meet the client's requirements. The Weighted Preference Level provided for each issue will be used to objectively score each property's ability to meet the client's qualitative and quantitative requirements.

WEIGHTED PREFERENCE LEVEL LEGEND	
Critical and necessary	= 4
Important but not necessary	= 3
Preferred but not necessary	= 2
Not important	= 1

Qualitative NEEDS ANALYSIS		
CRITERIA	DEFINITION OF NEED	Weighted Preference Level
Preferred Acquisition Type: (Choose appropriate options)	<input type="checkbox"/> Purchase <input type="checkbox"/> Build-to-suit <input type="checkbox"/> New Lease <input type="checkbox"/> Renewal <input type="checkbox"/> Extension <input type="checkbox"/> Expansion <input type="checkbox"/> Relocate <input type="checkbox"/> Renegotiate <input type="checkbox"/> Other	
Property Type: (Choose appropriate options)	<input type="checkbox"/> Office <input type="checkbox"/> Industrial <input type="checkbox"/> Retail <input type="checkbox"/> Land <input type="checkbox"/> Other	
Usable Square Metres (Calculated below in Quantitative Needs Analysis section)	_____ sq m (_____ Pyung NET)	
Occupancy Date:	DD/MM/YY (can be varied according to the project process)	
Lease Term (months):	_____ months	
Facility Type: (Choose appropriate options)	<input type="checkbox"/> Single Tenant <input type="checkbox"/> Multi-Tenant	
Class Type: (Choose appropriate options)	<input type="checkbox"/> Class A <input type="checkbox"/> Class B <input type="checkbox"/> Class C <input type="checkbox"/> Class D	
Anticipated Leasehold Improvement Cost \$/sqm: (if known)	Medium level fitout - \$ XX / sq m Net Low level fitout - \$ XX / sq m Net	
Parking Ratio:		
Intended Use:	<input type="checkbox"/> General Office <input type="checkbox"/> Retail Sales <input type="checkbox"/> Light Assembly <input type="checkbox"/> Laboratory <input type="checkbox"/> Other	
Geographic Search Area Boundaries: (submarkets), major streets/highways, etc.)	Subway Stations (walking distance)	
Locational Adjacencies Importance: (Choose appropriate options. Provide addresses or postal codes for selected)	<input type="checkbox"/> Relative to employee residences <input type="checkbox"/> Relative to executive residences <input type="checkbox"/> Relative to customers	

# SCOPE OF SERVICES

## PHASE II. EVALUATION

### MARKET ALTERNATIVES EVALUATION:

- 1 Prepare Comprehensive Alternative List:
  - a. Existing Buildings
  - b. Planned Buildings
- 2 Apply Criteria and Develop Qualified Shortlist
- 3 Select Alternatives for Site Tours
- 4 Shortlist Alternatives

### EVALUATION OF SELECTED ALTERNATIVES:

- 1 Develop and Issue a Comprehensive Request for Proposal
  - a. The best commercial terms offered
  - b. Technical Specifications
  - c. Special Contractual Terms
  - d. Expected Term Clauses, Breaks, Expansion Right etc.
- 2 Evaluate Building Infrastructure and Design Issues
 

Layout Efficiencies / Floor Location & View / Zoning Compliances / Elevator Efficiencies / HVAC Capabilities / Management Company / Electrical Capacity & Distribution etc.
- 3 Analyze Request for Proposal
- 4 Select Alternative Finalist

This is a screenshot of a detailed spreadsheet used for evaluating market alternatives. The table has numerous columns, likely representing different evaluation criteria such as location, size, and infrastructure. The rows list various building alternatives. A prominent red 'SAMPLE' stamp is placed over the middle of the spreadsheet.

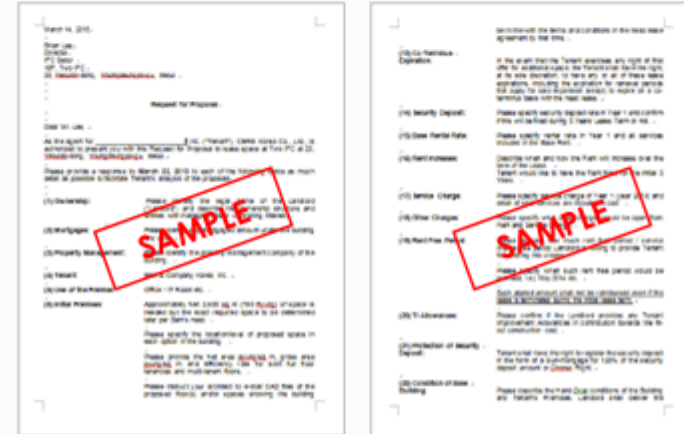
This is a screenshot of a Request for Proposal (RFP) form. The top section contains a header with fields for 'Project Name' and 'Requester'. Below this is a large grid of questions or technical specifications, with columns for providing answers. A red 'SAMPLE' stamp is overlaid on the grid.



# SCOPE OF SERVICES

## PHASE III. NEGOTIATION / RENEWAL

- 1 Set the Negotiation Variables to Meet the Client's Own Required Improvement
- 2 Conduct Negotiations with the Landlord
- 3 Issue the Counter-Offer to the Landlord  
Receive Final Terms from Alternative Option and Take the Leverage of Best Final Terms
- 4 Issue a Report (if requested) for Final Decision Making
- 5 Submit Letter of Intent or Letter of Commitment



## PHASE III. NEGOTIATION / RELOCATION

- 1 Confirm and revise original facility goals to reflect the final negotiation strategy
- 2 Submit counter-proposal to primary and secondary alternatives:
  - a. Conduct negotiations with primary and secondary candidates
  - b. Update financial analyses
  - c. Update selection criteria matrices
- 4 Issue a Report (if requested) for Final Decision Making
- 5 Submit Letter of Intent or Letter of Commitment

NO.	Category	NO. 1 New Location	NO. 2 New Location	NO. 3 New Location	NO. 4 New Location
1	Location	NO. 1 - New Location	NO. 2 - New Location	NO. 3 - New Location	NO. 4 - New Location
2	Relocation	NO. 1 - New Location	NO. 2 - New Location	NO. 3 - New Location	NO. 4 - New Location
3	Relocation	NO. 1 - New Location	NO. 2 - New Location	NO. 3 - New Location	NO. 4 - New Location
4	Relocation	NO. 1 - New Location	NO. 2 - New Location	NO. 3 - New Location	NO. 4 - New Location
5	Relocation	NO. 1 - New Location	NO. 2 - New Location	NO. 3 - New Location	NO. 4 - New Location

# SCOPE OF SERVICES

## PHASE IV. EXECUTION

- 1 Assist Client's In-House Legal Counsel or Outsourced Legal Representatives for the Final Contract Review
- 2 Confirm Any Outstanding Issues Related to the Financial Business Terms & Non-Financial Business Terms

The image shows a detailed financial table with columns for 'NET REVENUE', 'GROSS REVENUE', 'OPERATING REVENUE', and 'TOTAL REVENUE'. The rows represent various financial metrics and categories, with a prominent red 'SAMPLE' stamp overlaid on the central portion of the table.

## PHASE V. FINALIZATION

### Finalize and Collect Project Documentation & Evaluation:

- 1 Lease Abstract
- 2 On going Service

The image shows a 'LEASE ABSTRACT FORM' with various input fields for data entry. A red 'SAMPLE' stamp is overlaid on the form, indicating it is a placeholder for a real example.

# **RELEVANT SERVICES**

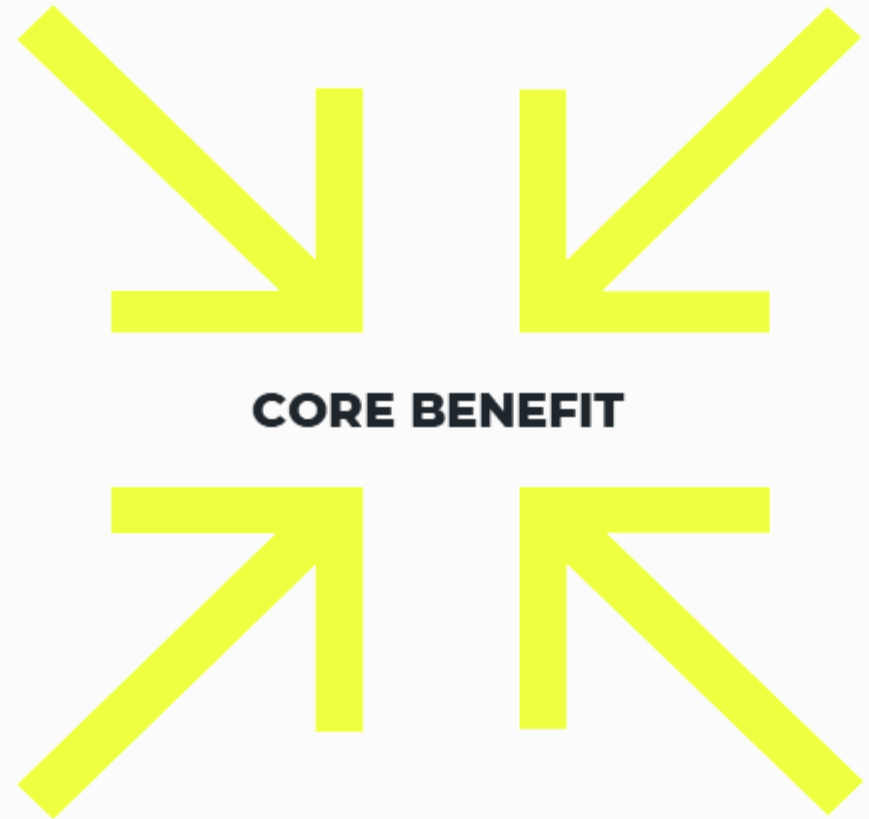
# FIT-OUT CONSTRUCTION

ENTRY is in a Partnership With Dongbu Planiture

Dongbu Planiture is  
A Professional Architectural Firm in Korea

They Provides Comprehensive Service Including  
Interior Design, Interior Finish Work, Total  
Construction Service, and Consultation

Through ENTRY and Dongbu Planiture's Business  
Partnership, ENTRY Provides High Quality of Fit-Out  
Construction Services with Reasonable Price



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# PARTNERSHIP COMPANY OVERVIEW



- Dongbu Planiture was Founded in 1998, AA Credit Rating Firm
- Provides Comprehensive Service Includes Development, Planning, Construction, Design Consultation, and Quality Management Service
- They Provides Comprehensive Service Including Interior Design, Interior Finish Work, Total Construction Service, and Consultation
- They've Been Working in a Various Sectors Such As Office Buildings, Retail Shops, Medical Institutions, Residential Buildings, Restaurants, Hotels, etc.





# PARTNERSHIP COMPANY - CLIENT LIST

kt kt cs kt linkus kt estate kt commerce kt is

SK C&C

MIRAE ASSET

SAMSUNG

LG U+

KIA

KEB Hana Bank  
Corporate Identity Guidelines

Wooribank

DB

KEPCO KPS

특허청  
Korean Intellectual Property Office

Korea Communications  
Commission

I·SEOUL·U

KOGAS  
Korea Gas Corporation

NPS 국민연금공단  
National Pension Service

KAC KOREA AIRPORTS  
CORPORATION

KITA

YONSEI  
UNIVERSITY

서울대학교  
SEOUL NATIONAL UNIVERSITY

이화여자대학교  
EWHA WOMANS UNIVERSITY

서울시립대학교  
UNIVERSITY OF SEOUL

세브란스병원  
SEVERANCE HOSPITAL

SNUH  
SEOUL NATIONAL UNIVERSITY  
HOSPITAL

이화여자대학교의료원  
EWHA WOMANS UNIVERSITY MEDICAL CENTER

감리교신학대학교  
METHODIST THEOLOGICAL UNIVERSITY

국립암센터  
NATIONAL CANCER CENTER

국민건강보험  
일산병원  
NHIS Ilan Hospital

경희대학교  
KYUNG HEE UNIVERSITY

IBM

LAFARGE

Heinz

citibank

Standard  
Chartered

# FULL-SERVICE PACKAGE



# WHY KOREA

source,



**KOTRA**

Korea Trade-Investment Promotion Agency

## BUSINESS IN KOREA

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- [Innovation & Highly Skilled Workforce](#)
- [World's Best Digital Infrastructure](#)
- [Ideal Global Test Bed](#)
- [Business Hub of Northeast Asia](#)
- [Rising E-Commerce Market](#)
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# ENTRY KOREA

Jaewon Jung  
Project Director

Mobil +82 10 6558 6064  
jwjung@entrykorea.com

