

한미마케팅

Korea America Marketing Center



WHO WE ARE

- Established in 1993
- Located in Busan, South Korea

Marketing Educational Institute

Marketing Foreign Businesses

Marketing Educational Institute

- Market Research
- Organization/facilitation of recruiting seminars
- Organization/facilitation of educational fairs
- Counseling for prospective students
- Establishment of sisterhood relationship agreements
- Organization of study/travel group programs
- Direct Mailing
- Advertising Campaign
- Events

Marketing Foreign Business

- Direct Mailing
- Database Development
- Web site Design and Development in Korean or English
- Email Marketing
- Tracking/Responding of Inquiries
- Pinpointing for Prospective Buyers
- Interpretation/Translation
- Distribution of Company's Information
- Execution of Sales Transactions
- Recruiting

Company History

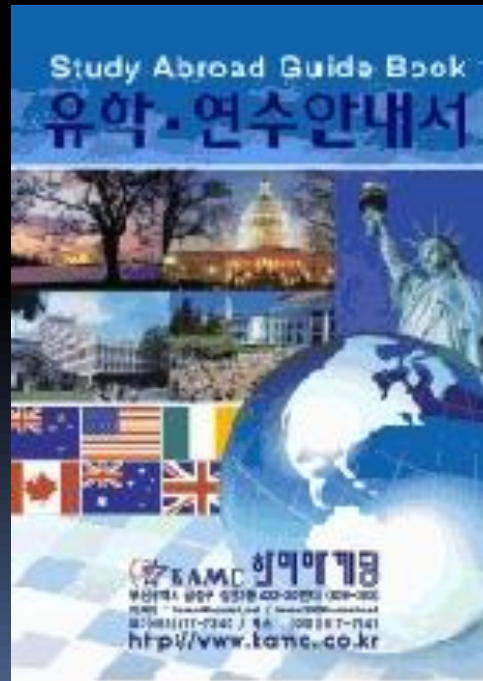
- Seminars & Educational Fairs
 - Since 1997
- Study Abroad Guide Booklet
 - Since 1995
 - 16th Edition is coming up for 2012
- More Information

http://www.kamc.com/company_history.htm

KAMC SERVICES

Educational Marketing

- Korean Website (Translation & Marketing)
- KAMC's Study Abroad Guide Booklet



Educational Marketing

- Advertise your school throughout the Busan subway system



Educational Marketing

- Seminar Presentation



Business Consulting

- Select the best sales force and distributors
- Pinpoint your key entry points and niches in the Korean market.
- Analyze the current competition in the Korean market niches.
- Design strategies that insure solid profits and healthy market share.
- Analyze current and projected political and economic climate.
- Identify principal cost and risk factors in the Korean market.
- Analysis of logistical and operational needs.
- Identify principal cost and risk factors in the Korean market.
- Analysis of logistical and operational needs.
- Identify duties, regulations and other restraints to trade.
- Perform preliminary market test to establish the validity and profitability.
- Organize marketing seminars and presentation.

THE END