

# Sefa Research Project 2023

South Korea



UNIVERSITY OF AMSTERDAM  
Economics & Business

**SEFA**  
REACH NEW HEIGHTS



# What we offer

## **Tailor-made research**

The research is completely tailored to the needs and wishes of the company. Research can be conducted in any region and is customised to cater to your unique challenges, resulting in the deployment of various research methods and tools.

## **High quality support**

In order to guarantee the quality of the research, the consultants are assisted by professors of the University of Amsterdam and receive professional training and mentoring throughout the project by renowned consulting firms like BCG and Deloitte, among others.

## **16 ambitious students**

The project will be conducted by 16 students following a rigorous recruitment process, all in the final phase of their studies (Bachelors & Masters). The student consultants have multidisciplinary backgrounds and have demonstrated excellent performance in their studies and early career.

## **Professional advice**

With the presence of mentors from consulting firms, we ensure that no compromises are made in the report. This means that in this cost-bracket, not only do we provide you with our own unique and creative insights, we also take on board the advice of consultants active in the field with years of experience. If desired, the research can be conducted under a non-disclosure agreement.

# Project timeline

### **Research Proposal**

A clear research objective will be determined through extensive consultation with your company.

February-May

### **Field research**

In the four weeks of field research, the student consultants will conduct interviews and visit relevant companies and organizations in order to collect the necessary data and information. The consultants will tailor their research in a manner that suits the goal of our client the best.

July - August

May - July

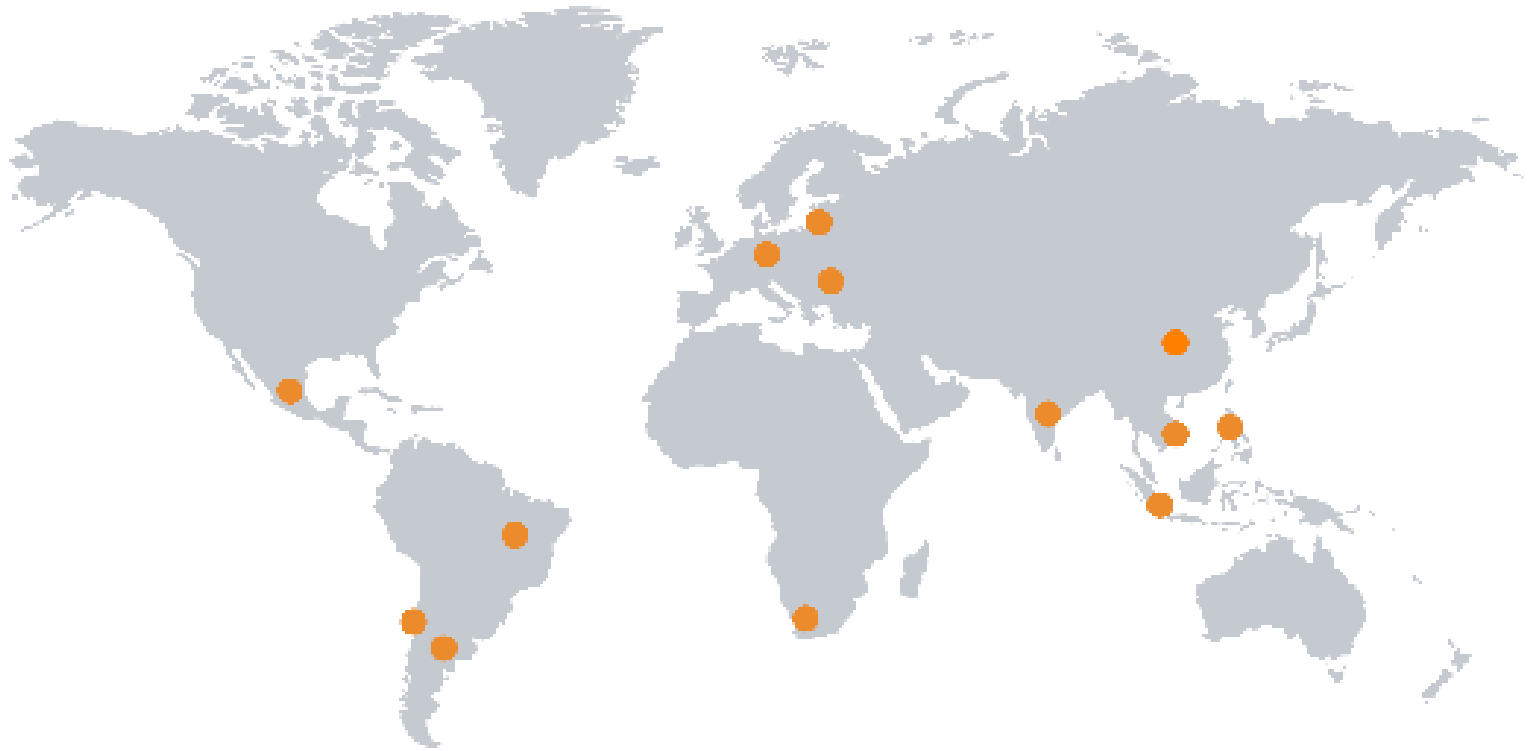
### **Desk research**

The student consultants will be assisted by multiple consultancy firms in conducting the desk research that will prepare them for the field research in South-Korea.

August - October

### **Final report**

The collected data will be analysed and composed into a customized final report with detailed insights on relevant questions and recommendations.



## 2016 - Argentina

Investment analysis for the port of Buenos Aires.

## 2017 - China

Partner analysis and identification of market expanding opportunities in China.

## 2018 - Mexico

Industry entrance and consumer analysis of the Mexican target market.

## 2019 - India

Market overview of the agriculture technology sector in India.

## 2021 - Spain

Consumer and country analysis for the Spanish market.

## 2022 - Malaysia

Analysis and identification of partnership and market expanding opportunities in Malaysia.

# Project experience

## Market & Competitor analysis

Conducting market analysis for any sectors or niches in the economy. Identifying key competitors and their market position, whilst studying the attractiveness and dynamics of the relevant sector.

## Consumer profiling

Analysing customer demand for a specific product or developing the optimal product portfolio. This information will help your company specialize in the needs and desires of the local customers.

## Strategy Evaluation

Validating whether regional strategic goals have compatible policies to pursue them i.e. market entry/exit. Providing additional recommendations on improving the strategic plan.

## Import & export analysis

Identify the opportunities and barriers for trading within the region. Assisting in establishing synergies with local firms, potential partners and distributors in key product markets.

## Feasibility Study

In-depth assessment of new ventures and endeavours under consideration. A holistic overview of the requisites that will allow these endeavours to be successful, with our recommendation on whether they should be pursued.

## Bespoke Research

Developing a catered research plan which may result in a combination of research methods to tackle your unique challenge. Our consultants are not limited by the scope of any projects.

# Cost Framework

Overhead costs	€1.000
Plane tickets	€6.400
Housing	€5.200
Meals	€5.340
Misellaneous	€3.000
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Contribution Participants	-€3.000
Subsidy	-€2.500
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<b>Price (ex. VAT)</b>	<b>€15.440</b>

## Competitive price

*On average one student puts 300 hours of work into a project. Each project consists of 4 students, which amount to 1200 hours of work per project. The hours of work will not be part of the cost price. The students work on a voluntary nature and individually contribute €750 of their own money to finance the project. This means that you only pay for the costs that are incurred during the field research in South Korea. In the table, you can see how these costs are specified.*

# The Markets at a glance

## South Korea



South Korea has a well balanced economy, in which many sectors play an important role. Its economy ranks 10th globally and fourth in Asia in terms of nominal GDP. It is renowned for its rapid economic growth, going from an undeveloped country to one with a high standard of living in just a few generations. Its ability to join the OECD and the G-20 has contributed to its economic boom. Since the 1960's South Korea is among the wealthiest nations with the fastest growth rates in the world.

The South Korean manufacturing industry is the backbone of the Korean economy and accounts for 25 percent of GDP. South Korean manufacturing output for 2021 was \$456.60B, a 12.36% increase from 2020. Above this, 80% of their research and development expenses are contributed to the manufacturing fields. Another core sector is the automobile industry. This is a very important industrial area that boasts significant contributions towards major economic indicators and has been growing exponentially for decades.



### Key drivers:

- The strong South Korean business environment fosters growth in the domestic market and attracts foreign investors. According to the World Bank, South Korea is ranked No. 4 in terms of the overall Ease of Doing Business (DB) index in 2018, while the U.S. is ranked No. 6.
- South Korea has devoted extra attention to technology development and innovation to promote growth. Innovation and technology are the key factors that have underpinned South Korean export competitiveness and fueled the country's remarkable economic rise over the past decades

### High-growth industries



Manufacturing



Cosmetics



Food retail industry



Automotive



Electronics



Telecommunications

# Student Consultants



## Eugene Medvedev - Chairman

- B.Sc. Economics & Business Economics  
*Finance*



## Chiara Carmona - Head of Treasury

- B.Sc. Economics & Business Economics  
*Finance*



## Adam Hajdu - Student Consultant

- M.Sc. Business Administration  
*Digital Business*



## Mathilde Verwaaijen - Student Consultant

- M.Sc. Business Administration  
*Strategy*



## Stanislaw La Croix - Student Consultant

- M.Sc. Finance  
*Corporate Finance*



## Sicc van Steenwijk - Student Consultant

- M.Sc. Business Administration  
*International Business and Trade*



## Varsha Jayakumar - Student Consultant

- B.Sc. Economics & Business Economics  
*Finance*



## Kinga Szaszi - Student Consultant

- M.Sc. Business Economics  
*Neuroeconomics*



## Mark Szucs - Supervisor

- M.Sc. - Finance  
*Corporate Finance*



## Veerle Corten - Head of Acquisition

- M.Sc. Business Administration  
*Leadership and Management*



## Yasmine Doyle - Head of Marketing

- B.Sc. Economics and Business Economics  
*Economics*



## Anais Commereuc - Student Consultant

- M.Sc. Business Administration  
*Strategy*



## Iris Hulst - Student Consultant

- M.Sc. Business Administration  
*International Business and Trade*



## Mátyás Völgyi - Student Consultant

- M.Sc. - Finance  
*Corporate Finance*



## Brian van der Werff - Student Consultant

- M.Sc. Business Administration  
*Strategy*



## Frederik Zorn - Student Consultant

- M.Sc. Business Administration  
*International Business and Trade*



## Dorotea Prifti - Supervisor

- M.Sc. Business Administration  
*Strategy*





# SEFA

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## More information?

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*If you have any further questions or if you would like to schedule an appointment, please contact our Chairman or Head of Acquisition.*

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*Chairman*

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