

# **[Advertisement] Offering business proposal of HK market report for spicy flavour food in red color**

## **1. Objective of research**

- The purpose is to grasp feasibility of consumption expansion of Korean spicy flavor food in HK market to research spicy flavor food market trend and consumer's preferences for spicy flavor food.
- The researcher (company) should find out somethings to correct or to improve or suggest any actions to expand Korean spicy flavor food in HK market. In these regards, the researcher (company) should grasp positioning(concept) and main consumers of Korean spicy food already in the market.
- With market trend analysis and development of marketing strategy, this market report would help any exporters or importers expand Korean spicy flavor food into HK market.

## **2. Business (research) direction**

- aT will consign a researcher among applicants to increase provided information reliability and expertise. And, aT will provide Korean exporters substantially useful information to research spicy flavor food market trend and consumer's preferences for spicy flavor food.

## **3. Business action plan**

- Researcher : Researcher consigned by aT Hong Kong
- Consignment researcher selection procedure : General Competitive bidding (Contracts through negotiation)
  - aT will form an evaluation committee which is 4 or more and select eligible researcher to firstly negotiate through fair and strict screening.
  - Bulletin to advertise : aT Center, Hong Kong webpage (<http://www.athongkong.com>)
  - E-mail to [charles.kim@at.or.kr](mailto:charles.kim@at.or.kr)

- Advertisement period for business proposal : 8/Mar/2018 ~ 19/Mar/2018
- Due date of business proposal : Mar.19, 2018
- Researching period : 8 weeks after kick-off date
- Contract amount : Less than USD17,000
- Region(market) to research : Hong Kong
- Report to submit (format) : 50 pages (A4 size, 12 points, left/ right/ top/ bottom margins 12.7mm, line spacing 160% in Times New Roman) + 2 pages summary of report
- ※ Please see the format in the attachment “2018 Status of the spicy flavor food in the market (Hong Kong)” and follow it. Do not change the format and index.

[Attachment]

# 2018 Status of the spicy flavor food in the market (Hong Kong)

## Executive Summary (2 pages)

### \*\* Executive Summary of each topic

Please write the key points of each topic

Minimum of 50 pages of the original report with extra 2 pages of executive summary (A4 size with font size 12, and left/right/top/bottom margins 12.7mm, line spacing 160%)

## 1. Status of the local food and culture

### A. Local food and culture

- (1) Summary of local food and its culture
  - Commonly-used food ingredients
- (2) Examples of local spicy food
  -
- (3) Spicy flavor preferred by locals
  - Locals favorite spices or spicy flavor (pungent, aromatic & strong, sweet or sour spiciness)

### B. Local spicy food ingredients

- (1) Fresh agricultural products
  - Locally produced and distributed fresh agricultural products (e.g. chilies, garlics, ginger etc.)
  - Quantity of local production, local consumption and imported goods (as a whole and the origin of imported goods by country)
- (2) Spices
  - Commonly-used spices for spiciness (e.g. pepperoncino, mara, pepper etc.)

- (3) Sauces
  - Local spicy sauce (sriracha, chilli sauce etc.)
- (4) Extras

### C. Spicy flavor trend

- Other types of spicy food items and their sales trend

## 2. Distribution of spicy food products

### A. Product status by item

- (1) Noodles
  - Market share of local and imported noodles and the main exporter
  - Characteristics of spicy noodles distributed locally.
    - *Strength of spiciness, recipe (stir-fried, soup etc.), type of packaging etc.*

<Status of spicy noodle-items>

Photos of the item				
Item		Item		Item
Manufacturer		Manufacturer		Manufacturer
Price		Price		Price
Weight		Weight		Weight
Origin		Origin		Origin
Characteristics of the item		Characteristics of the item		Characteristics of the item

Item		Item		Item	
Manufacturer		Manufacturer		Manufacturer	
Price		Price		Price	
Weight		Weight		Weight	
Origin		Origin		Origin	
Characteristics of the item		Characteristics of the item		Characteristics of the item	

\* Name of distributors used for the research, time of research, (example) Walmart oobranh on 2018.3.24.

(2) Snacks

◦

(3) Sauces

◦

(4) HMR (Home Meal Replacement) food items

◦

**B. Popular food items**

- Locally-produced food or imported food items
- Characteristics of popular items’ flavor, packaging, marketing and promotions

**3. Korean Spicy Food in the local market today**

**A. Items**

(1) Ramyons (Instant noodles)

- Korean spicy flavored instant noodles imported and sales trend
- Reasons for the market demand up-trend or down-trend
  - *Launching new items, marketing strategy, food safety incident if any, consumers’ trends etc.*

<Korean Ramyon(instant noodles) Export Performance>

	2013	2014	2015	2016	2017
Weight (tonnes)					
HKD ('000)					

\* Reference: Korea Agriculture Trade Information (kati.net), HS Code standard 0000.00

- The recognition of Korean raymons currently distributing in the market, types of ramyons, preference, consumer feedback etc.

- *Pros and cons compared with competitor products*

<Current spicy noodles in the market>

Photo of the item					
Item		Item		Item	
Manufacturer		Manufacturer		Manufacturer	
Price		Price		Price	
Weight		Weight		Weight	
Characteristics of the item		Characteristics of the item		Characteristics of the item	

- Challenges in entering the local market (ingredient regulations, certification, customs clearance etc.)

(2) Snacks

(3) Kimchi

(4) Korean chili paste

(5) Spicy rice cakes/sticks

**B. Main sales channel**

- Distribution channels for Korean spicy flavor (shops run by Korean, large supermarkets, convenience stores etc.)

## 4. Korean spicy flavor market entry methods

### A. Key points to note

- (1) Korean spicy food item –SWOT analysis
  - Strengths
  - Weaknesses
  - Opportunities
  - Threats
- (2) Opportunities for improvement
  - Points to improve in terms of item types, additives, packaging, distribution or quarantine procedures.

### B. Market entry methods

- (1) Product (in terms of flavor, additives, packaging etc.)
- (2) Distribution
- (3) Marketing
- (4) Miscellaneous