[Appendix1]

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| **K-Fresh Zone Operation Agent Application Form and Business Proposal** |

**1. Current Status of Applicants**

**□ General Status (Amount : USD)**

|  |  |  |  |
| --- | --- | --- | --- |
| Company Name |  | Representative |  |
| Address |  | Phone / Fax |  |
| Business Registration Number |  | GrossSales amount | (2021, around USD$ M) (2022, projected USD$ M) |
| Korean Agriculture Fresh products  | Fruit : (pls make a list of them).Veg : (pls make a list of them) | Import amount of Korean products | (2021, around USD$ M) (2022, projected USD$ M) |
| Person in Charge |  | E-mail |  | Mobil phone |  |

Footnote) please attach the copy of your business registration.

**□ Financial status**

Footnote) Please attach your company balance sheet, statement of profits and loses or certified audit report. You may submit the previous year data if the current year data are not available.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Classify** | **Y2019** | **Y2020** | **Y2021** | **Remarks** |
| 1. Total Company Asset |  |  |   |   |
| 2. Total Gross Capital |  |  |   |   |
| 3. Net Worth |  |  |   |   |
| 4. Current Liabilities |  |  |   |   |
| 5. Fixed Liabilities |  |  |   |   |
| 6. Current Asset |  |  |   |   |
| 7. Term Net Profit  |  |  |   |   |
| 8. Gross Sales |  |  |   |   |
| 9. Ratio of net worth to the total capital (Net Equity/ Total Equity) |  |  |   |   |
| 10. Current Ratio (Current Asset / Current Liability) |  |  |   |   |

**□ Company Profile**

|  |  |
| --- | --- |
| **Classify** | **Content** |
| Introduction of company profile |  |
| Main Business details |  |
| Main Import Produces |  |
| History of your Import- Export Business |  |
| Features of the Distributor (Supermarkets) installing the K-Fresh Zone  |  |
| Others |  |

**□ Recent 3 years Korean fresh produces import amount in USD & distribution sales amount in USD**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **-** | **2019** | **2020** | **2021** | **Remark** |
| **Korean fresh produces import amount** |  |  |  |  |
| **Korean fresh produces** **sales amount (stores)** |  |  |  |  |

**2. 사업 대상국·지역의 한국식품 보급 현황 및 과제*(최소 한 장 이상)***

**2. Current Supply Chain Status and Challenge for Korean Agricultural Products in Hong Kong ( At least more than 1 x A4 page)**

**□ 사업 대상국·지역의 시장특성**

**□ The Market specific of the Local Business Regions**

◦

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**□ 한국식품 보급상황 및 유망 품목**

**□ The Current Distribution Status of Korean Agricultural Products and Prominent items.**

◦

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**□ 한국식품 진출 확대를 위한 과제 및 대책 등**

**□ The Task and Stimulative Measures for Korean Agricultural Products Expansion**

◦

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**3. 'K- Fresh Zone ' Business Proposal**

**□ The Purpose and Objects of the 'K-Fresh Zone'**

◦ 사업실시 목적을 달성하기 위한 구체적 수치목표 설정 및 명기(수출실적, 신상품 수출, 국산농산물 원료비율 高품목수출, 신선농산물 수출 등에 대한 구체적인 목표)

◦ Setting Specific Numerical Objectives and Statements to reach the above Business Purpose (Imports in USD/per item, Import of new products in USD, etc)

**□ 안테나숍 설치장소 관련**

**□ Installation Place of K- Fresh Zone**

◦ Proposed Operation Period: ~ (Months) / Leasing Period (Year):

 months, 2022-mm-dd to 2022-mm-dd

◦ Name of the Store for the installation:

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◦ Please describe the Specifics of the Store, like its Accessibility and Commercial Prospects.

* **Festival Walk**
* **Citygate**
* **Maritime Square**

-◦ Overview of the Lease Holder of the Building Installing the K-Fresh Zone

|  |  |  |  |
| --- | --- | --- | --- |
| The Name of Lease holder Company |  | The Representative |  |
| Address |  | Phone / Fax |  |
| Person in Charge |  | E-mail |  | Mobile Phone |  |

**□ K-Fresh Zone Structure and Design (Please states the area space with floor plan : mimum area 9 sq meter)**

◦ The Location of the Store (map) with floor plan of K-fresh zone

◦ Display plan and interior design for K-Fresh Zone (reference images, concept designs, etc)

**□** Promotion, Marketing Plan (Please describe further with the supporting documents)

◦ Event Plan like food sampling and cooking demonstration

◦ Local Media Marketing Plan (offline, online, etc…)

**□ Market Test (focusing on New Items/ General Items are confirmed later)**

◦ Item for Market Test and Other Suggestion

- Describe Import Restraints, Food Inspection, Terms of Reference etc. including the Counter Measure

\* Market Test Survey : More than 20 Survey Sample Per produce every month and critical analysis for survey and submit to aT

**4. Planning to carry out K-fresh produces in KFZ**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **구분** | **Exporters** | **Product Name** | **Consumer Price in HKD** | **Local Brand(if you have, please name** | **New produce** | **Remark** |
| VEG…. |  |  |  | 해당시 “해당” | 해당시 “해당” |  |
| Fruit⋮ | ⋮ | ⋮ | ⋮ | ⋮ | ⋮ | ⋮ |

**5. The Budget Plan: (Subsidy 80~90% of Budget amount)**

\*Ex-post Settling up for Place Leasing Expenses, Installation Expenses, Advertisement, Promotion, Marketing Expenses, etc

|  |  |  |
| --- | --- | --- |
| **Subsidized**  | **Details and Unit Price for Calculation** | **Budget** |
| **Provision** |
|   |   | **Local Currency** | **Won (KRW)** |
| Store Leasing Expanse and Installation Expanse | ○ Rental Expanse  |  |  |
| ○ Installation charges : |  |  |
| ○ design concept |  |  |
| ○ production cost of banners, Pop, hanging banners, etc… |  |  |
| **Total** |  |  |
| Marketing and Promotion Expense | ○ Newspaper Press Expense :  |  |  |
| ○ Online Advertisement :  |  |  |
| ○ Promoter Wage :  |  |  |
| ○ Promotion Expense :  |  |  |
| **Total** |  |  |
| **Total** |  |  |