



TIGERSTONE

*THE INSTRUCTION OF*  
**TIGERSTONE**

[www.tigerstone.co.kr](http://www.tigerstone.co.kr)



NATION-WIDE LEADER

Do you want to have consistent and secure sales without having to get any headache After selling the product, going further, do you want to make the largest possible sales you've ever seen by just providing samples and catalogues, then there will be only 1 company Who can clear the mission perfectly.

**TIGERSTONE** is a nation-wide leader in stone products and services, owning the most Customer list ranging from big construction companies to small interior companies.

We also have a major distribution line and the best sales force which allows us to stay ahead of Other competitors when it comes to Stone. In addition, we are fully aware of what our customers Want and what they like. We will be committed to bringing the largest sales for your company.



# 21C LEADING STONE DISTRIBUTOR





The proposed plans are based on our ability and current evaluation of our Strategy. Basically, we use all the prevailing trend and practices generally seen in Sales tactics. More detailed strategies can be discussed and added into our sales plan according to your request, after both parties have reached mutual compromise on our suggested proposal. Your positive review on our proposal will make further processing accelerated.

1. Marketing Strategy

2. Sales Forecast



# Marketing Strategy

step	Strategy
Early stage Strategy (2006.9-2006.12)	1.Strengthen your brand image through continuous exposure on Radio, Magazines and a variety of events. Most importantly, EXHIBITIONS. 2.Preparing sample books : we make a sample book
Mid-Term Strategy (2007.1-2007.12)	3.Build up INITIATIVE on internet marketing- your website will be ranked up in the 1 <sup>st</sup> line when you type “Artificial marble” in korean on every search engine 4.Visiting every stone-related company in Korea with sample books (construction, design and interior companies) 5.Build a customer satisfaction information system for intensified strategy development 6.Continuously participating in Exhibitions.
Long-term Strategy (2008.1-2008.12)	7.Applying all the same for a Japanese market (if you allow us) because we have connections. 8.Doing our best to beat all the other competitors like Rover, Santa Margherita.



# Business Development Strategy Marketing Strategy





## SALES FORECAST ANALYZE 2006 (SEP-DEC)

We set our TSV at 6,000pcs because it is an early boom up stage and we will focus

On strengthening your brand.



## SALES FORECAST ANALYZE 2007 (JAN-MAY)

Considering it is off-season for construction, we will focus on specification work For your product.

Focusing on big construction companies, design companies and interior companies

Stone companies, Stone installation companies etc.





## SALES FORECAST ANALYZE 2007 (JUN-DEC)

Continuous advertising and marketing campaign