




www.gostop.com

Internet Gostop Game

Business PLAN

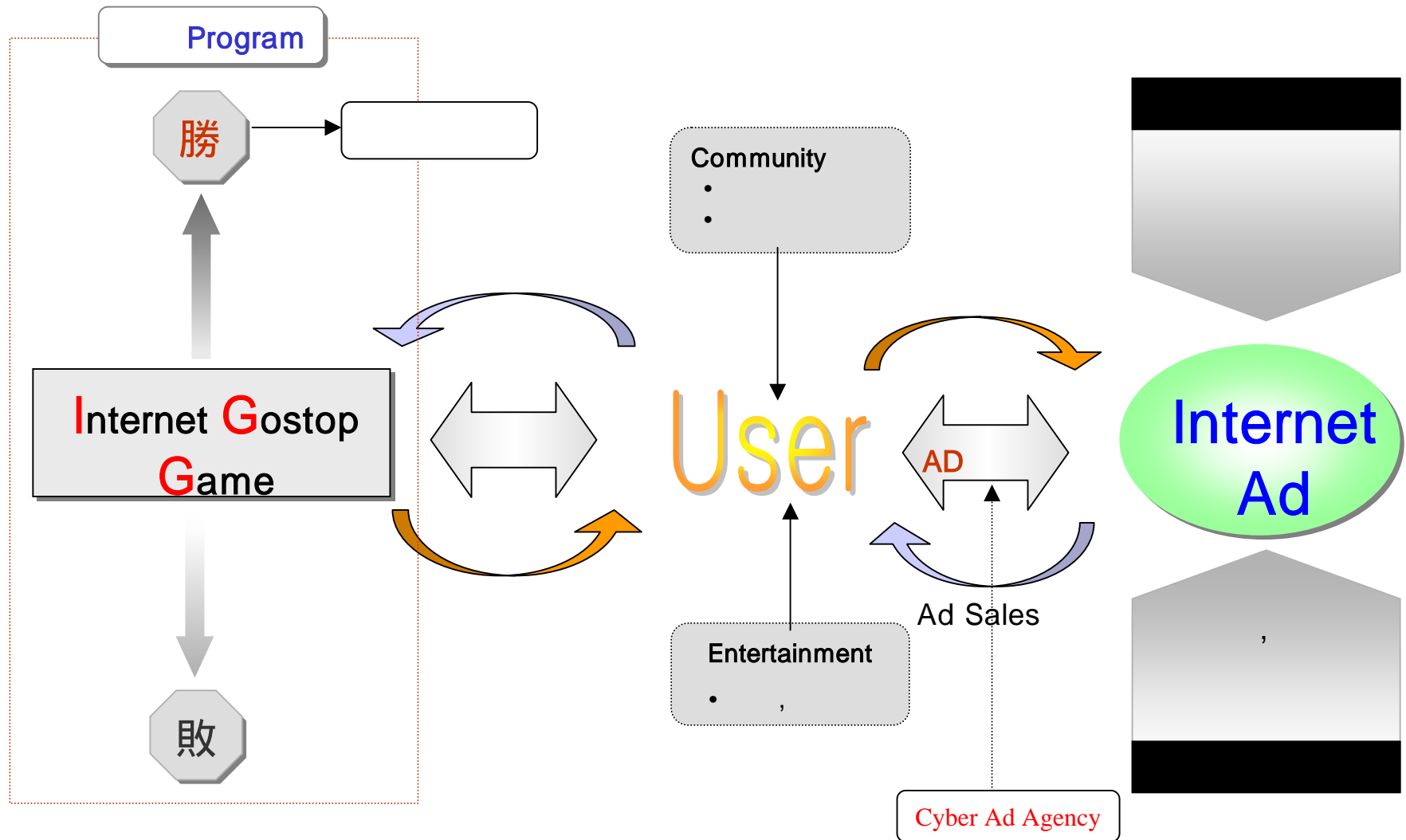
1999.12. 20

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•E-mail : pappino@unitel.co.kr
•H . P : 016-206-9956
- 

Contents

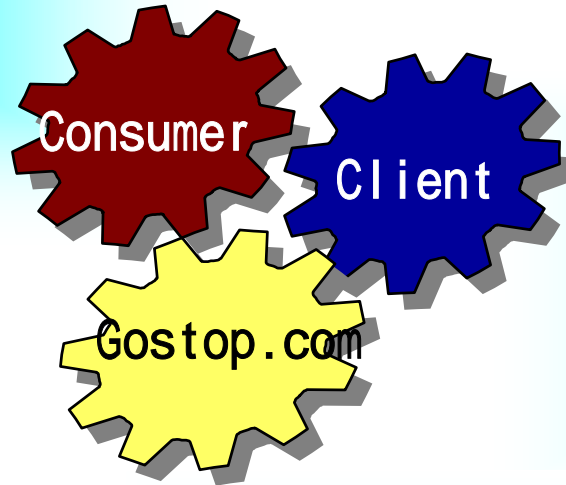
- 100. Business Plan
- 110.
- 200.
- 210.
- 220. Benchmarking
- 230. Basic Item
- 240. SWOT
- 300.
- 310.
- 320. Market Segmentation
- 330. Targeting
- 340. Key Success Concept
- 350. MKT'g Flow
- 400.
- 410. Action Plan
- 420. Structure
- 430. Schedule
- 440. Management Plan
- 500.
- 600
- 700. Vision

100. Business Plan



110.

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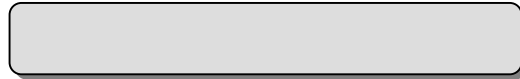
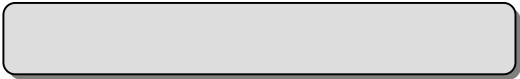
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•Cyber MKT'g

200.

210.

211.



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- 1998 (580), 2005 (6 8000)
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212.

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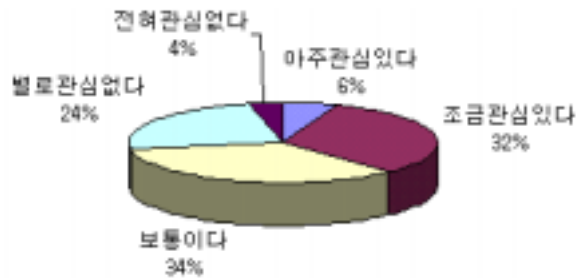
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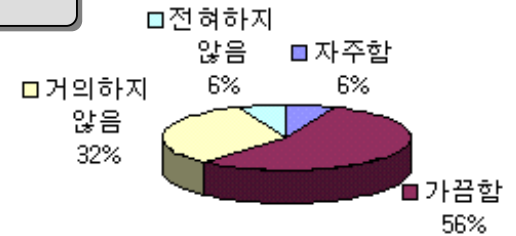
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	1996	1997	1998	1999	2000
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213.

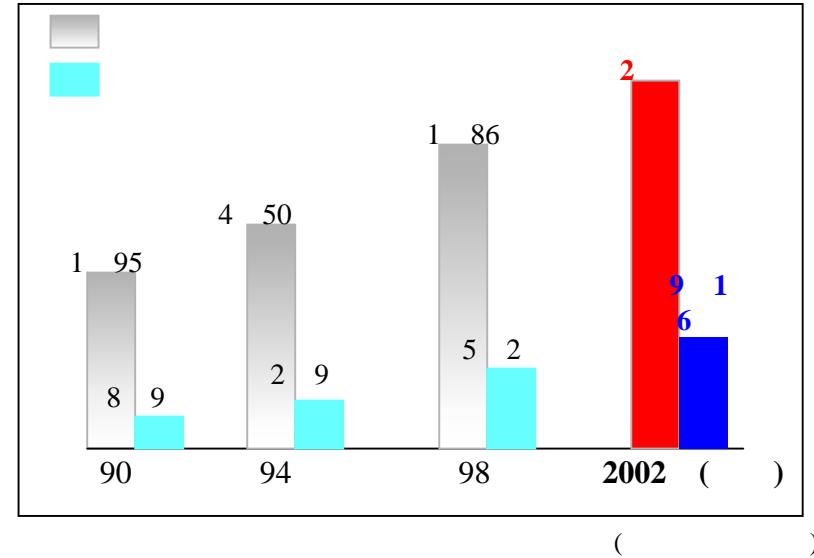
1997	371
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220 . Benchmarking

Goldbank

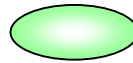
<http://www.goldbank.co.kr>



- 골드프리자
- 체크뱅크
- 골드투어
- 골드유학
- 골드웨딩
- GB 카드
- 보험뱅크
- GB 라인
- GB 캐피탈
- 리서치
- 광고/마케팅
- 부동산
- 골드신용금융



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•MKT'g ★★★★★

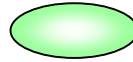
•Entertainment ★★

•Contents ★★★★★

•Promotion ★★★★★

•Community ★★★

•Interface ★★★



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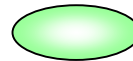
Nomeny

<http://www.nomoney.co.kr>



번호	이름	성명	성별	생년월일	주민번호
101	이름	성명	성별	생년월일	주민번호
102	이름	성명	성별	생년월일	주민번호
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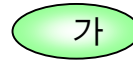
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•MKT'g ★★★★★

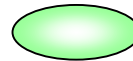
•Contents ★★★

•Community ★★

•Entertainment ★★

•Promotion ★★

•Interface ★★



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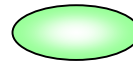
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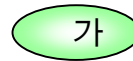


Joyluck

<http://www.joyluck.co.kr>

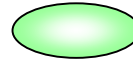


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- MKT'g ★★★★★
- Contents ★★
- Community ★★
- Entertainment ★★★★★
- Promotion ★★★★★
- Interface ★★★



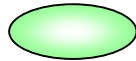
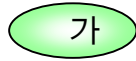
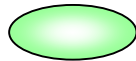
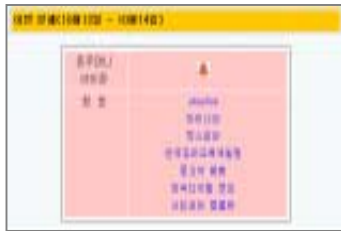
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LG

A114 <http://www.a114.com>



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A114

- MKT'g ★★★★★
- Contents ★★★
- Community ★

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- Interface ★★

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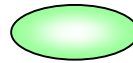
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Gostop

<http://www.gostop.net>



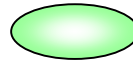
Gostop.net



- Open(99 6) 가 1 3
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- MKT'g ★
- Contents ★★★
- Community ★★★★★
- Entertainment ★★★★★
- Promotion ★★
- Interface ★



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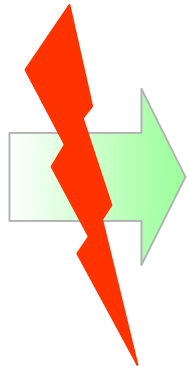
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230 . Basic Item



- One way Communication /
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- Entertainment 가



가 가

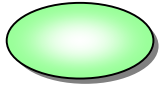
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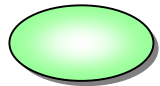
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300.

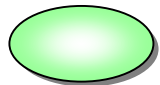
310.



<input type="checkbox"/>	Internet Gostop Game Site	Open		
<input type="checkbox"/>	Internet Gostop Game Site	Open	2	5

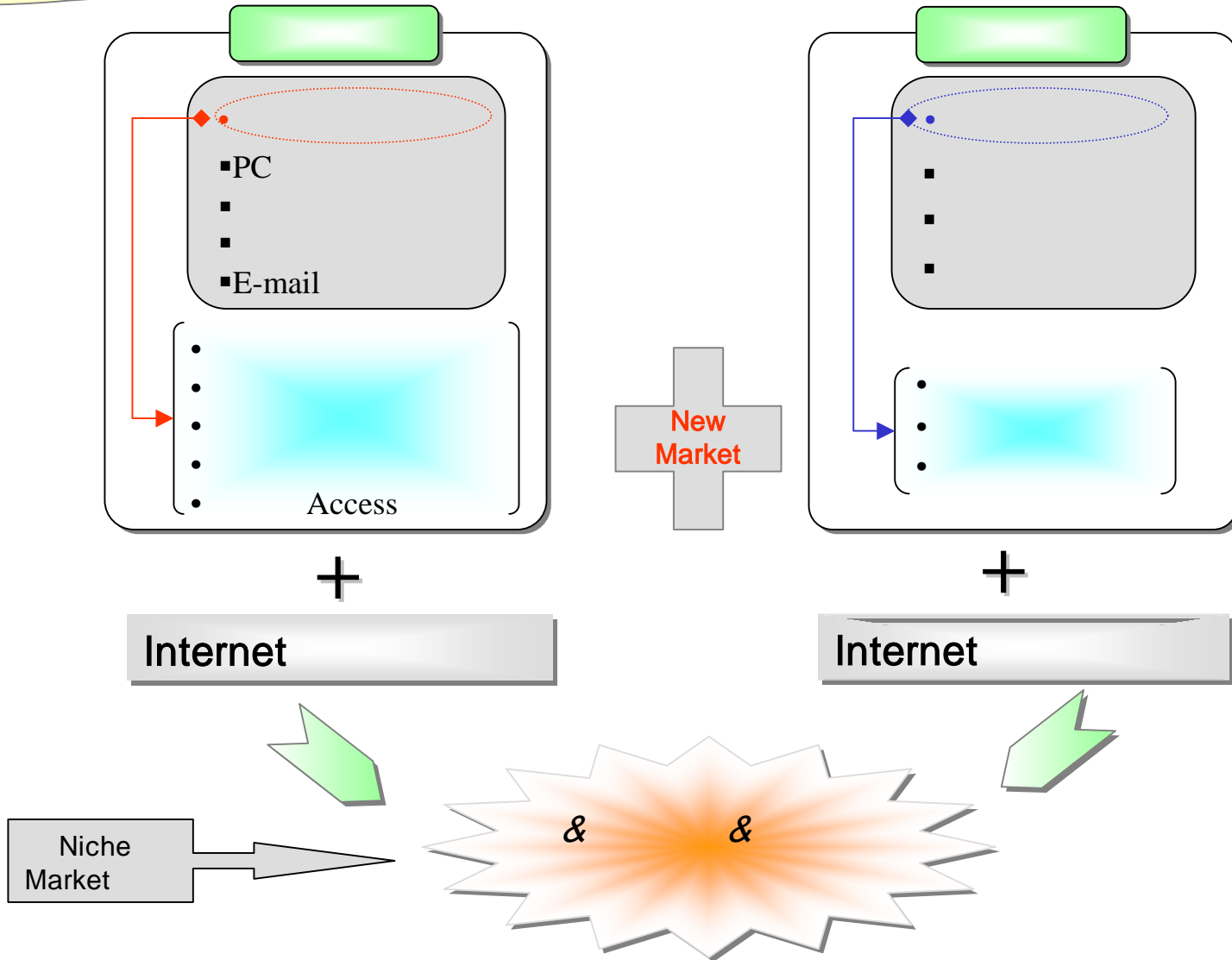


<input type="checkbox"/>	Internet Gostop Game Site	Management		
<input type="checkbox"/>		Open 1	100	

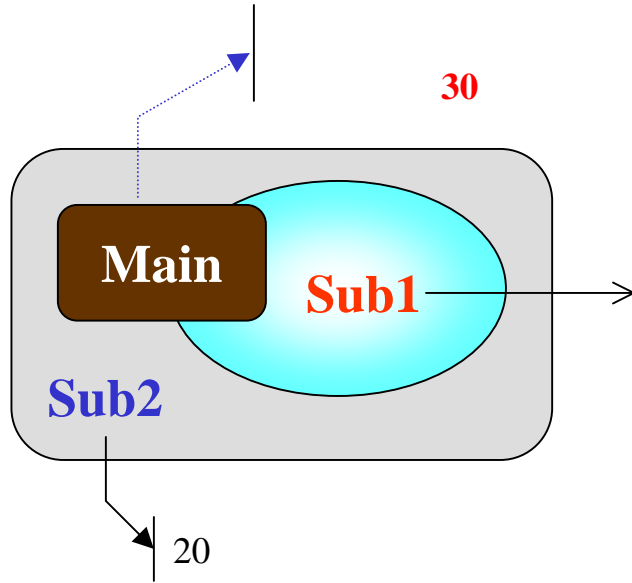


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320 . Market Segmentation



330 . Targeting

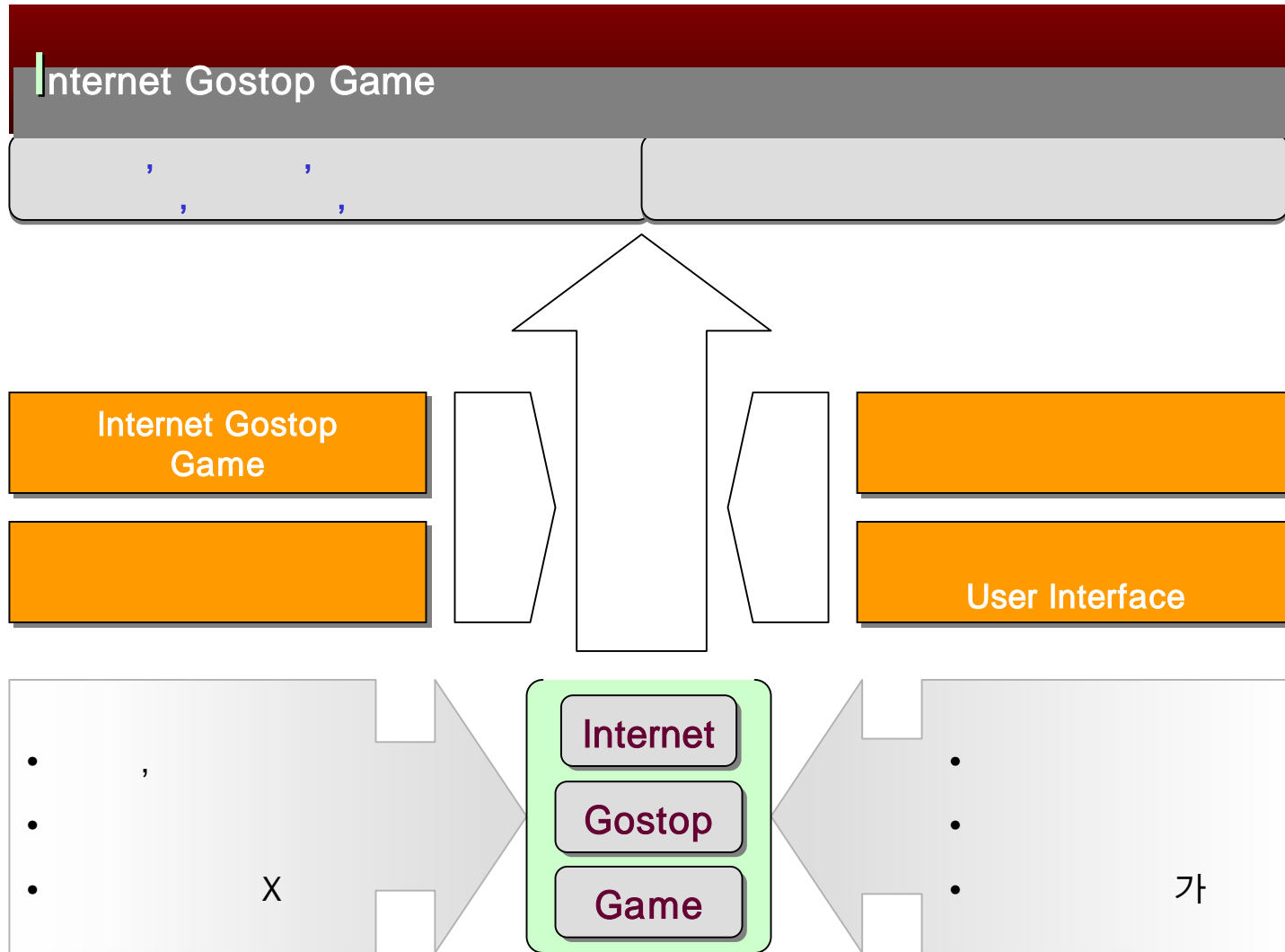


Target

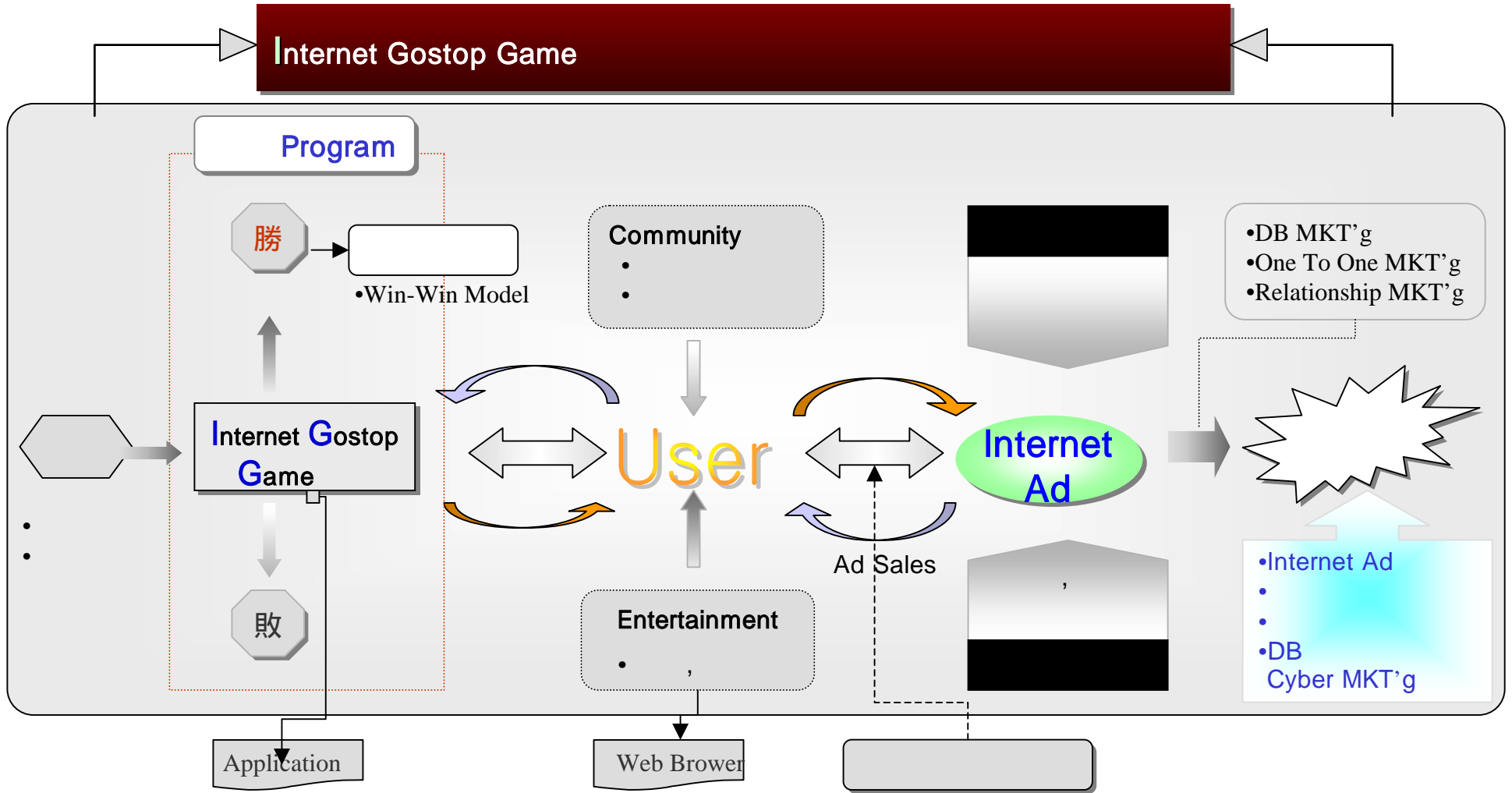
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340 . Key Success Concept



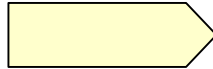
350 . MKT'g Flow



- Target MKT'g
- User Profile
- Time

410 . Action Plan

411.



User ID, Intro Message



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- Help Desk

Point



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- (win-win)

Guest	Point	<u>1220</u>
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Point



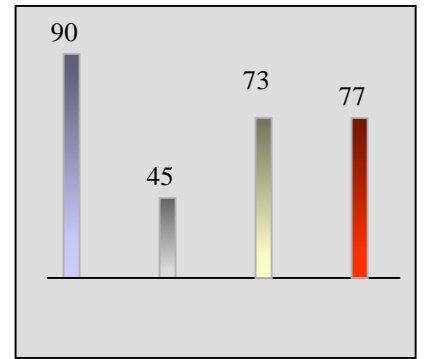
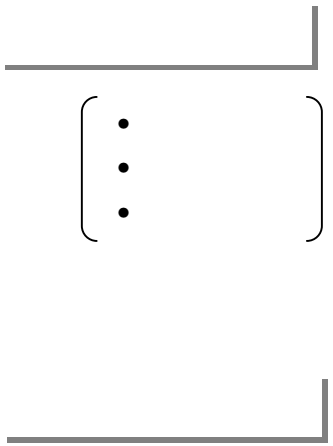
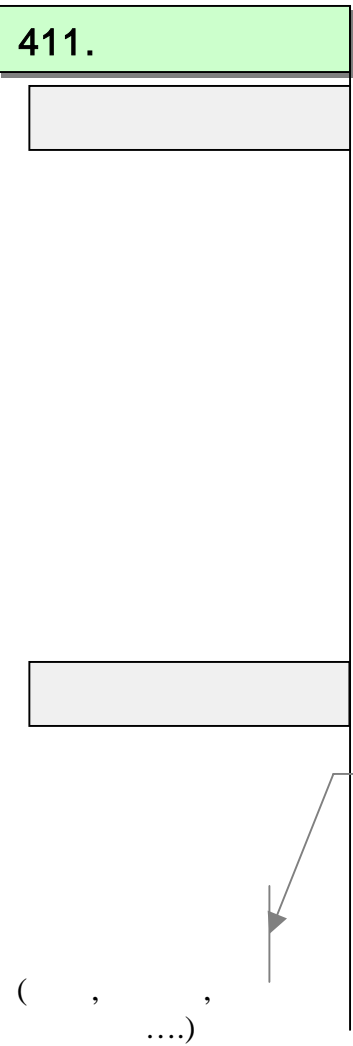
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Top 100

99/11/02	13:25	+3	1220	1306
99/11/02	13:20	+5	1220	1308
99/11/01	15:50	- 3	1220	1326
99/11/01	15:45	+3	1220	1316
99/11/01	15:40	- 3	1220	1326

410 . Action Plan



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410 . Action Plan

412. Internet Gostop Game

Application

IGG Application

Internet Gostop Game

Web

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Play

(5) 가

410 . Action Plan

412. Internet
Gostop Game



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User Interface

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410 . Action Plan

412. Internet Gostop Game



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User Interface

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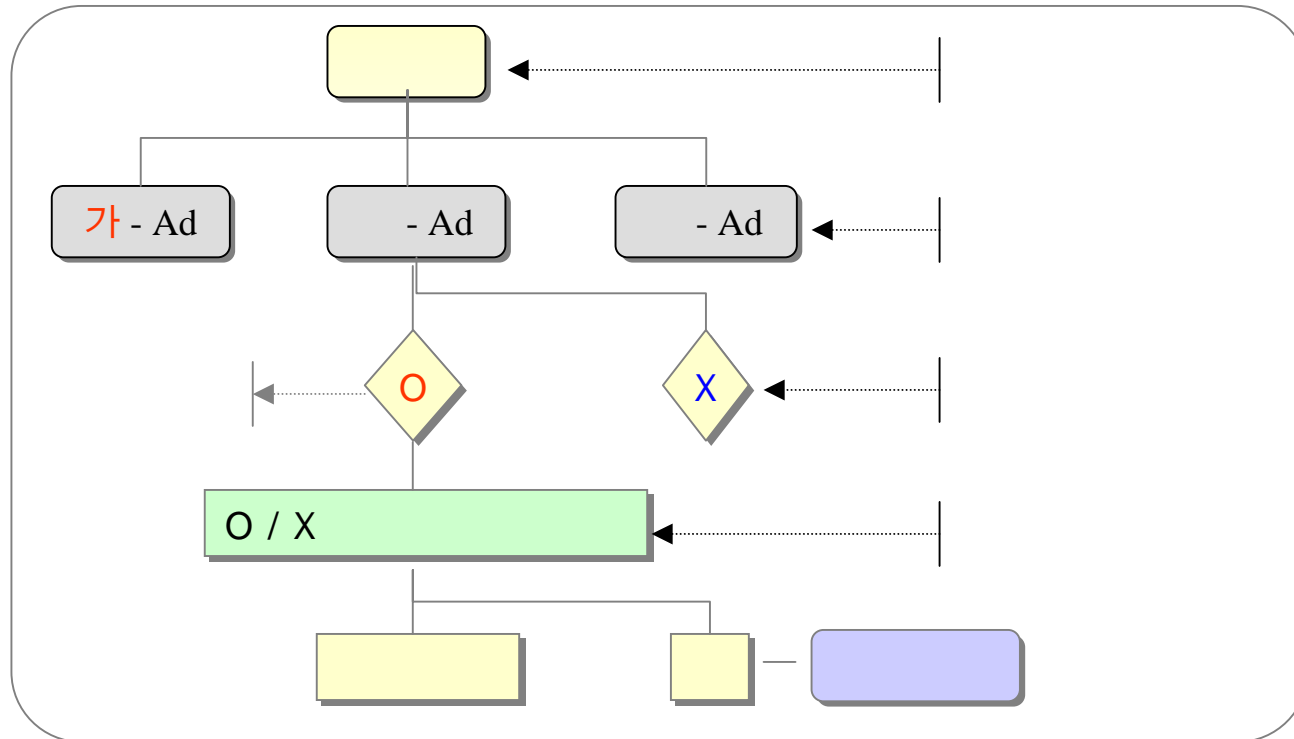
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410 . Action Plan

413.

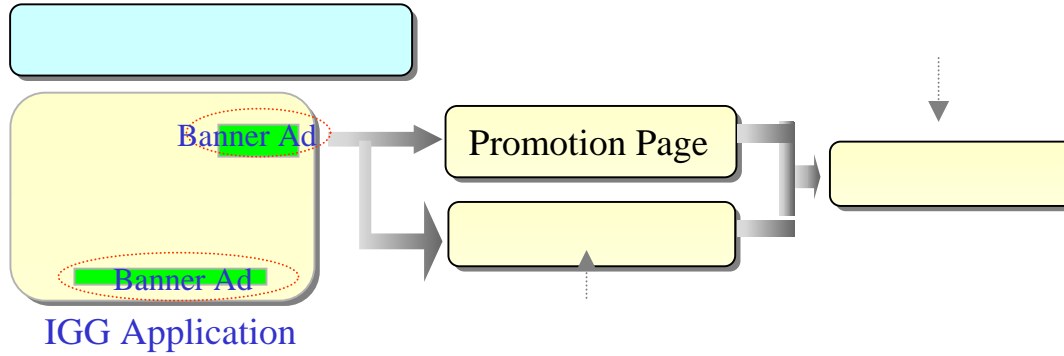
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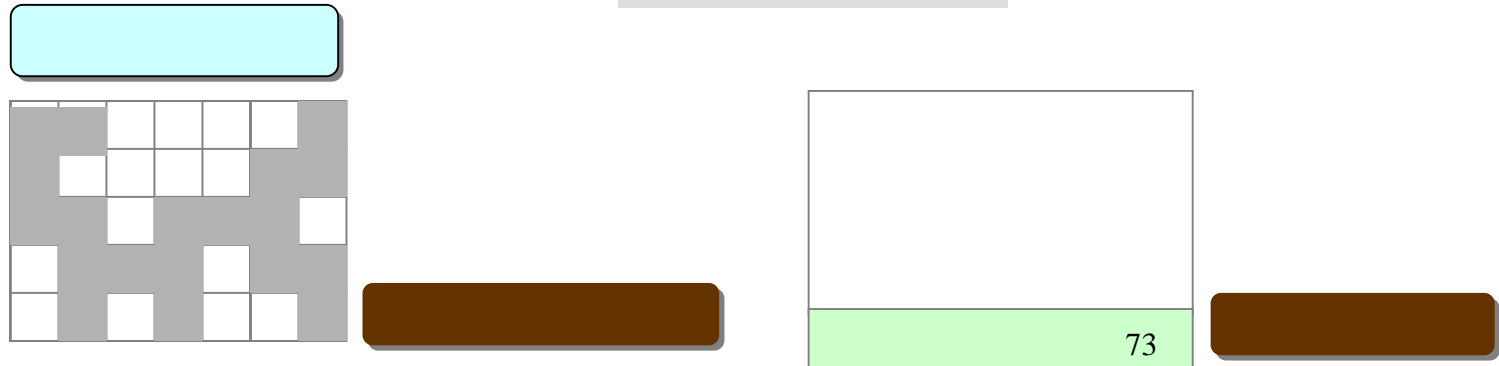


410 . Action Plan

413.



- Game -On O: X
- Game -Off O: O

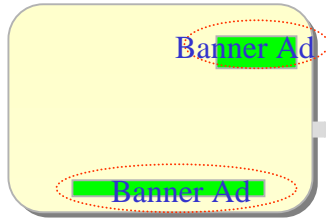


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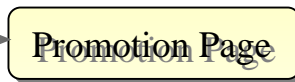
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410 . Action Plan

413.



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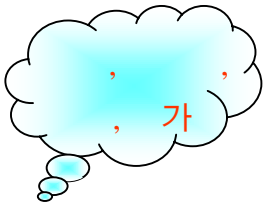
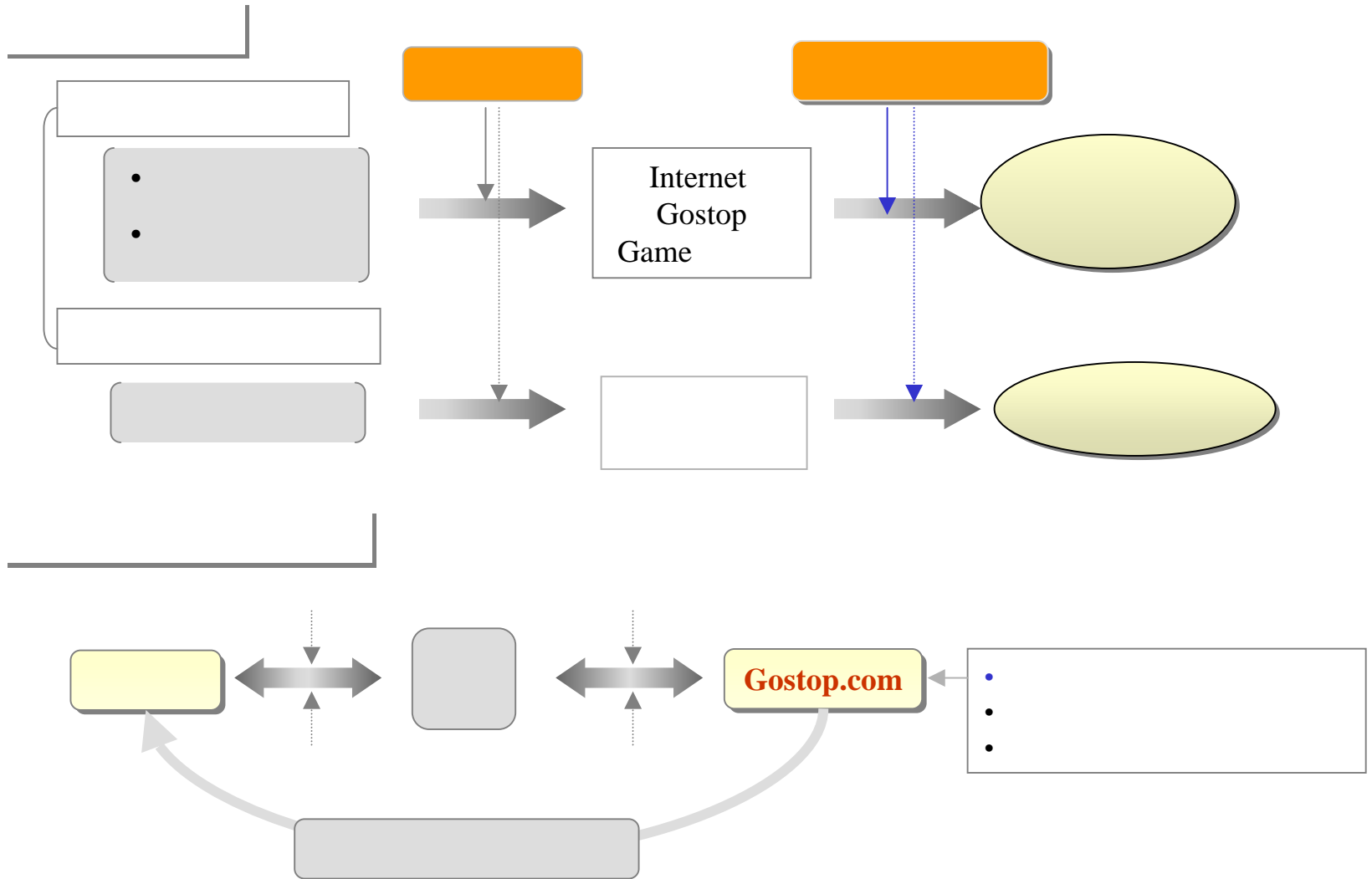
Target MKT'g

•Game -On	O:	X
•Game -Off	O:	O

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410 . Action Plan

414.



420 . Structure

IGG Application

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Help Desk

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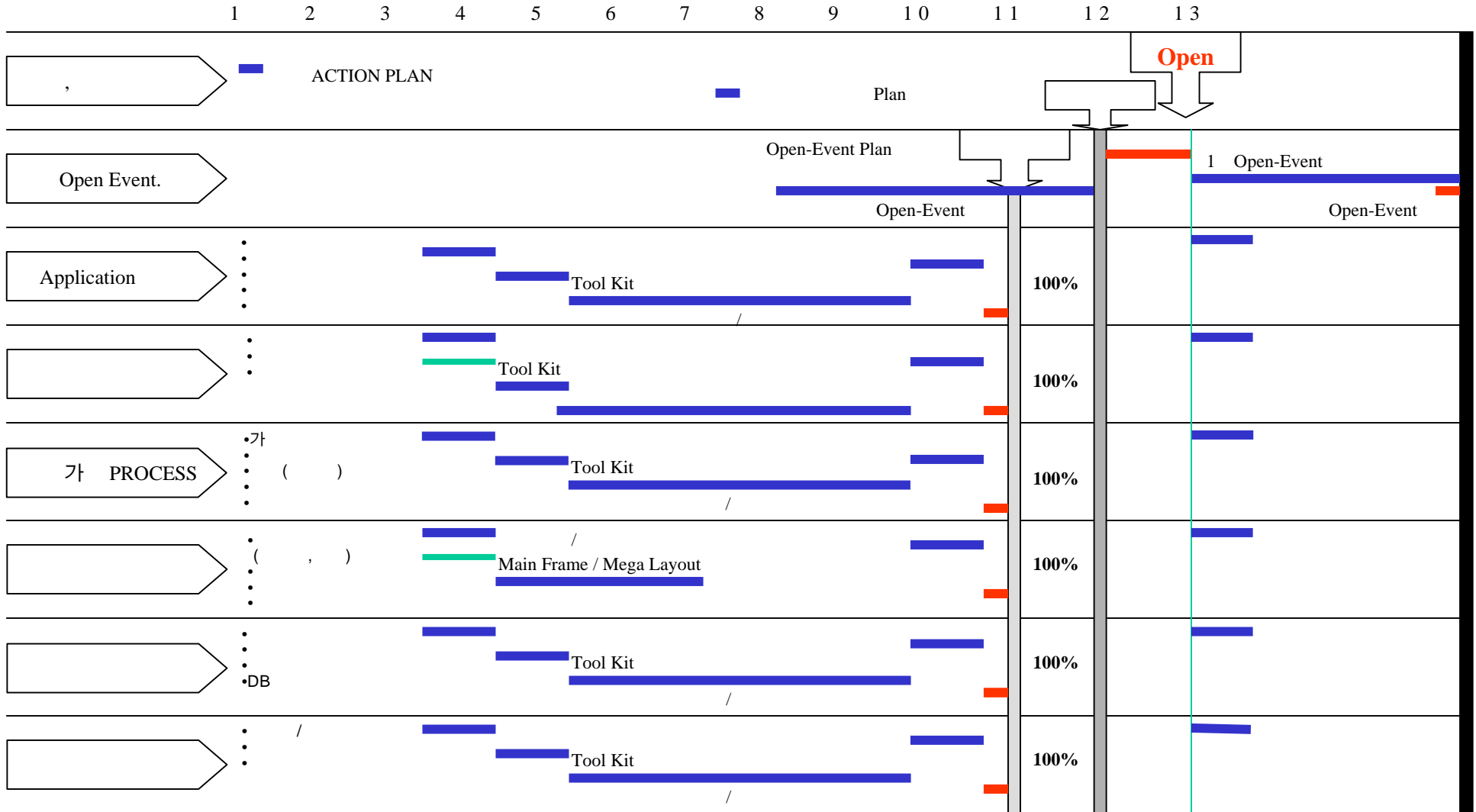
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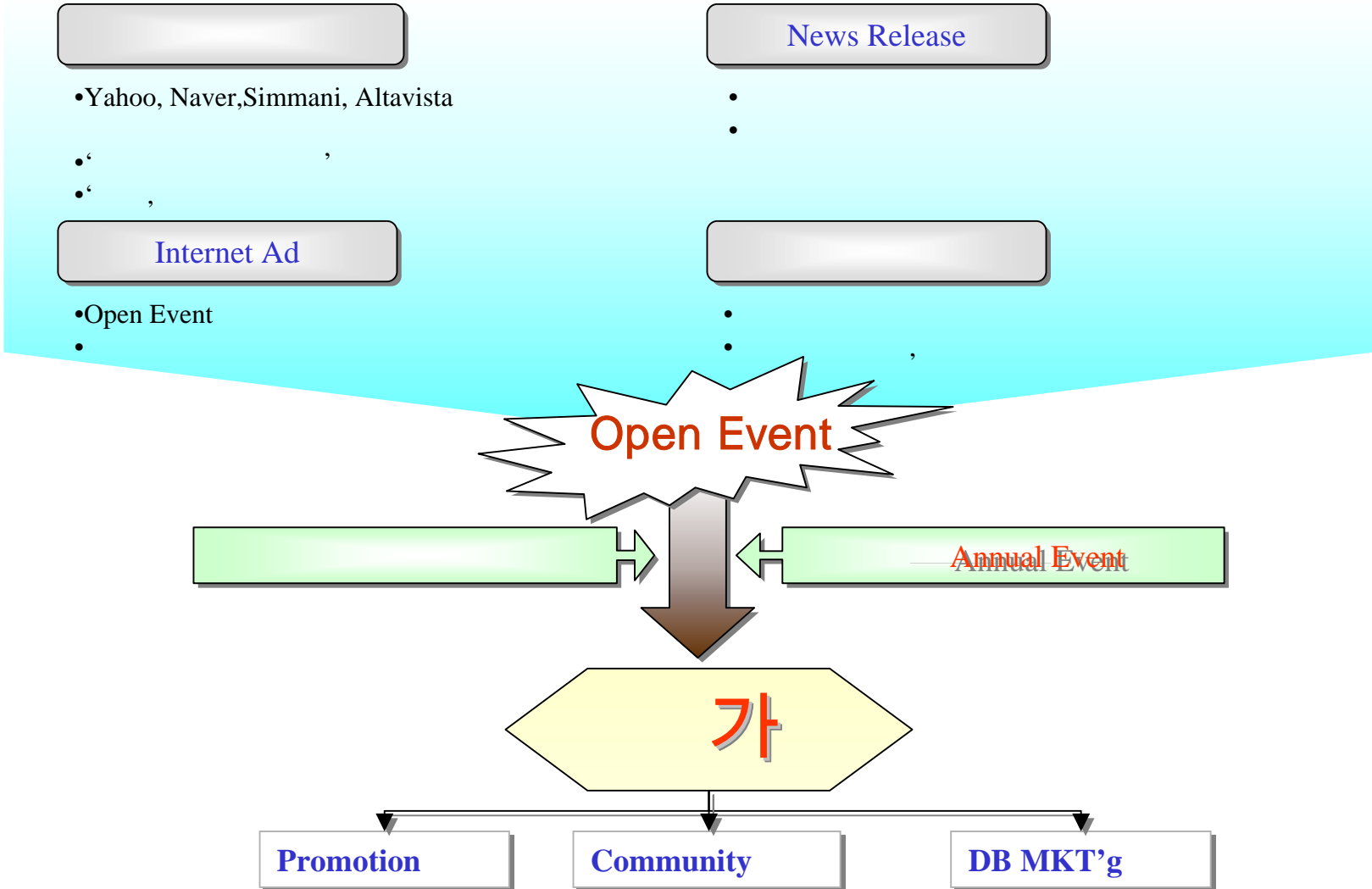
- FAQ
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- Game Community
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430 . Schedule



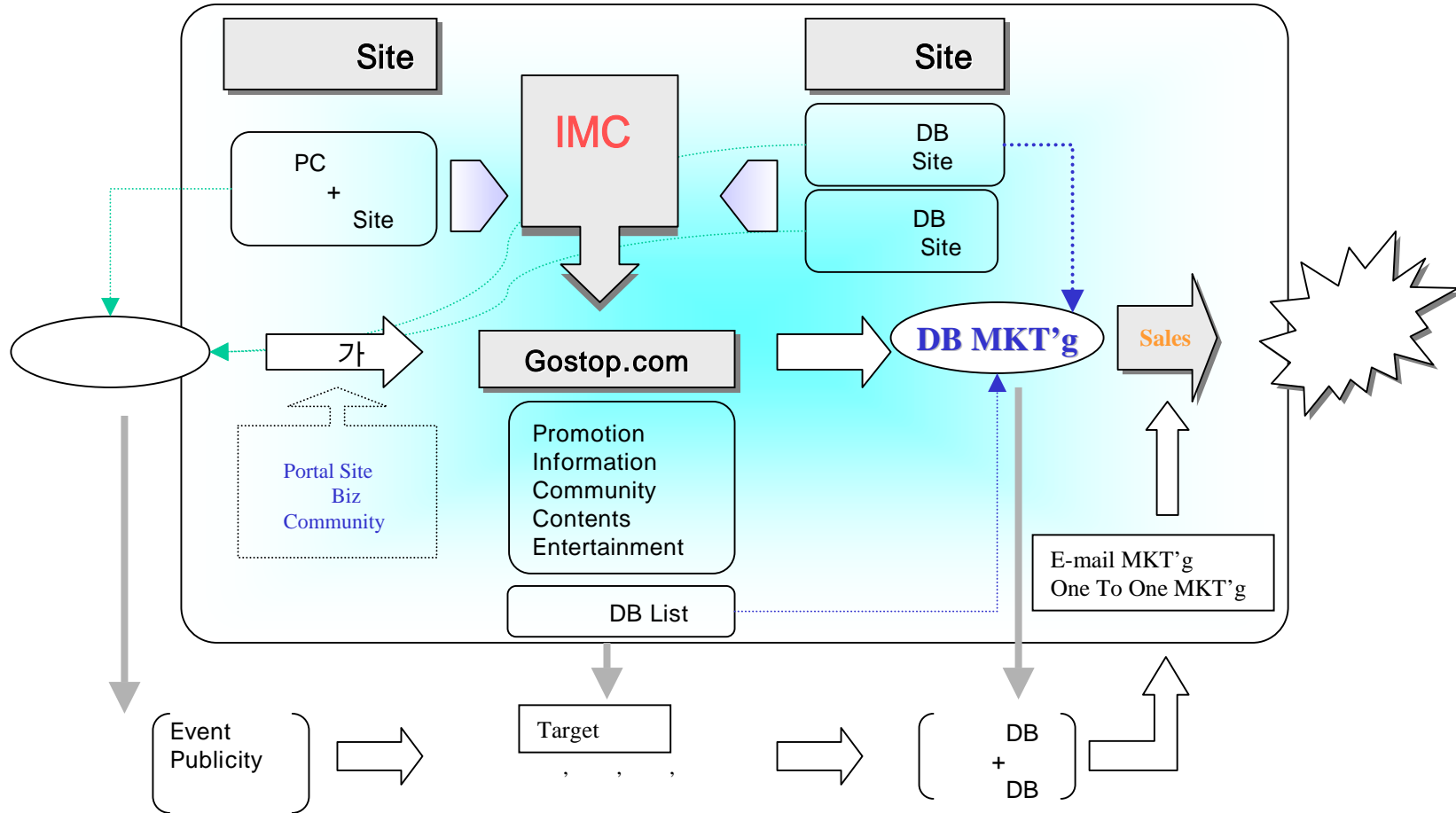
440 . Management Plan

441.



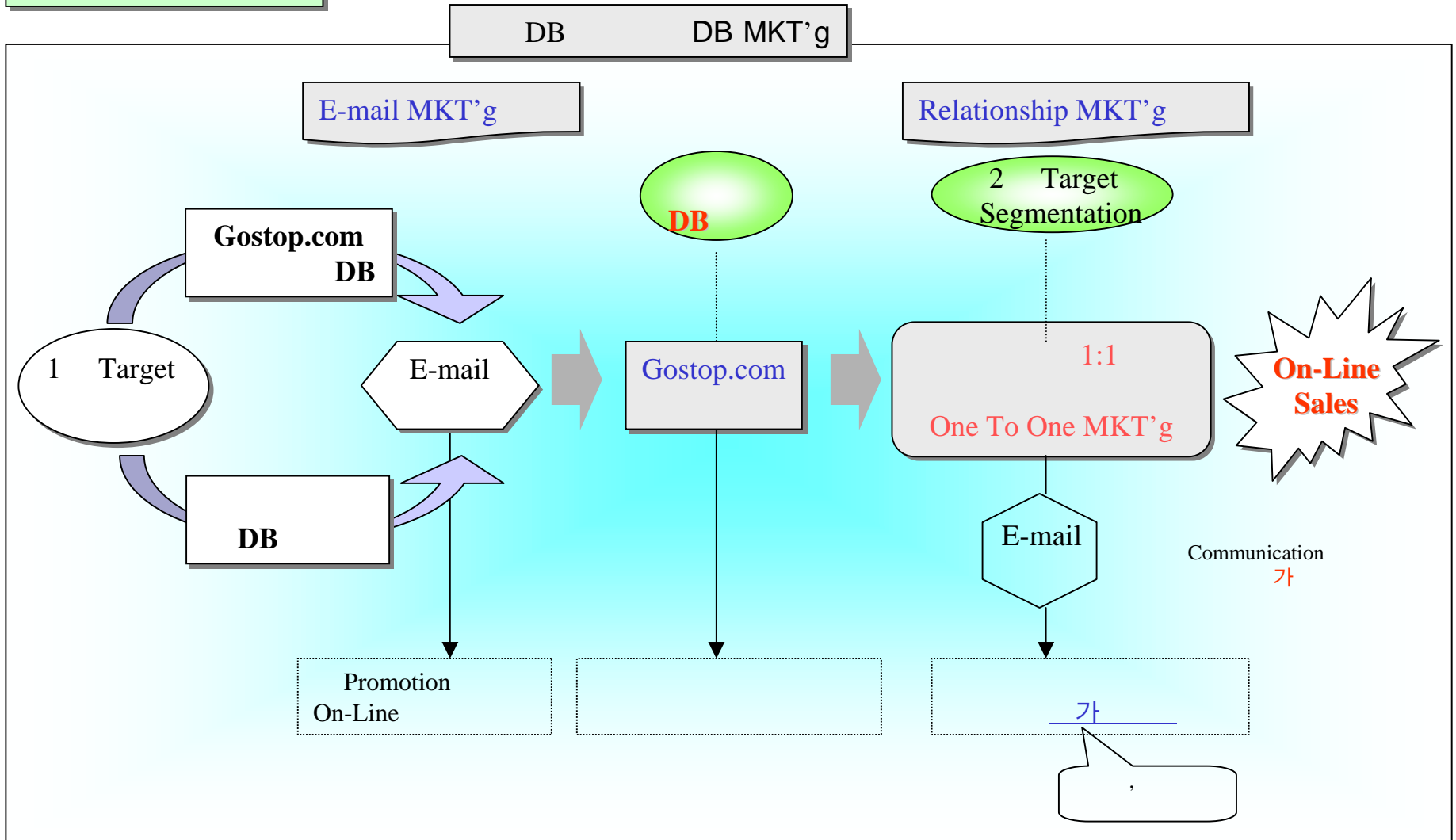
440 . Management Plan

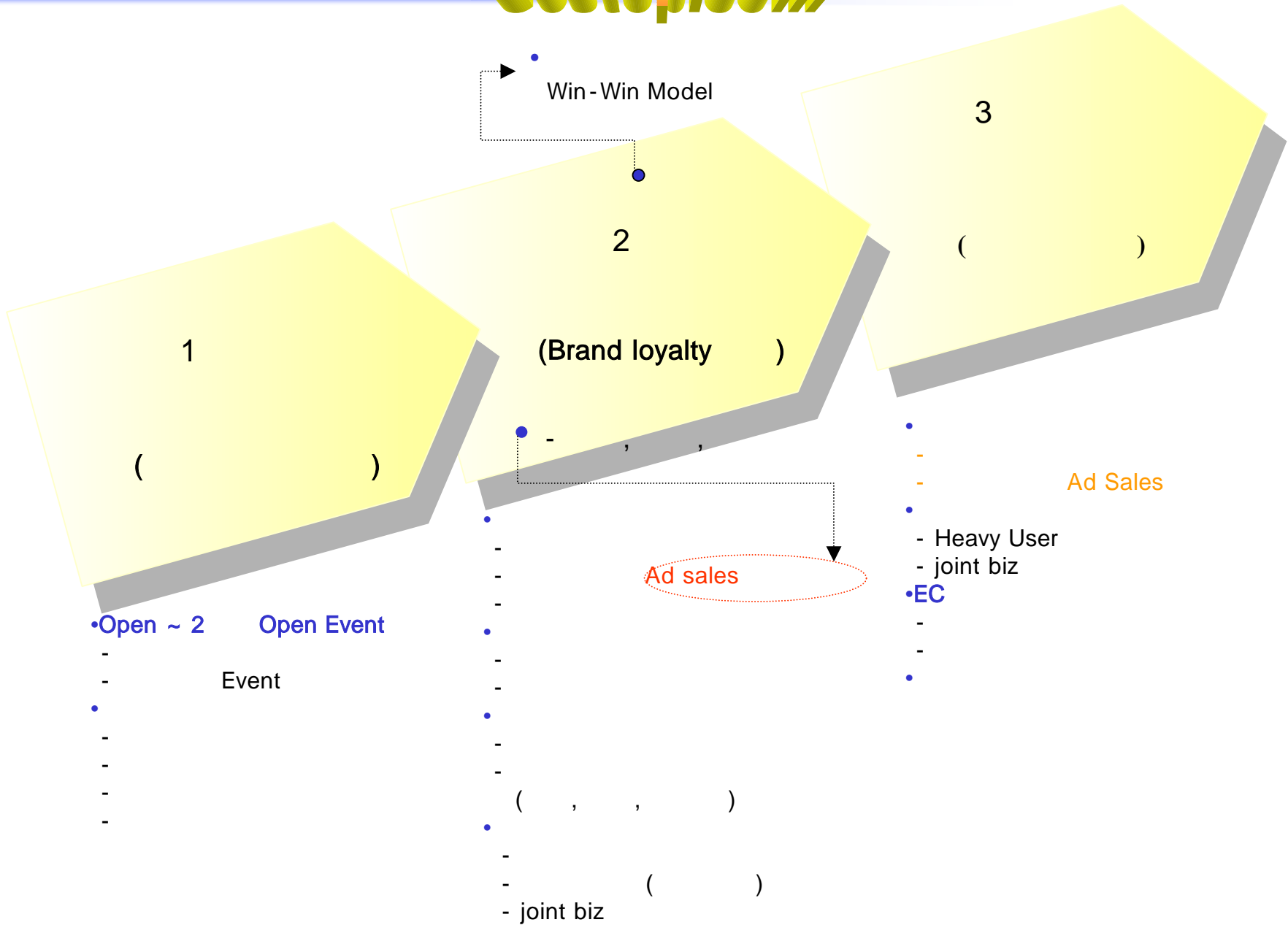
442.Management Plan



440 . Management Plan

443.DB MKT'g Plan





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		-	-	10,000	25,000	30,000	120,000	40,000	160,000	
		-	-	5,000	10,000	20,000	80,000	40,000	160,000	
								30,000	120,000	
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Internet Gostop Game

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