



DIGITALCONTENTS 2002 BIZ PLAN

2002. 3

124-13

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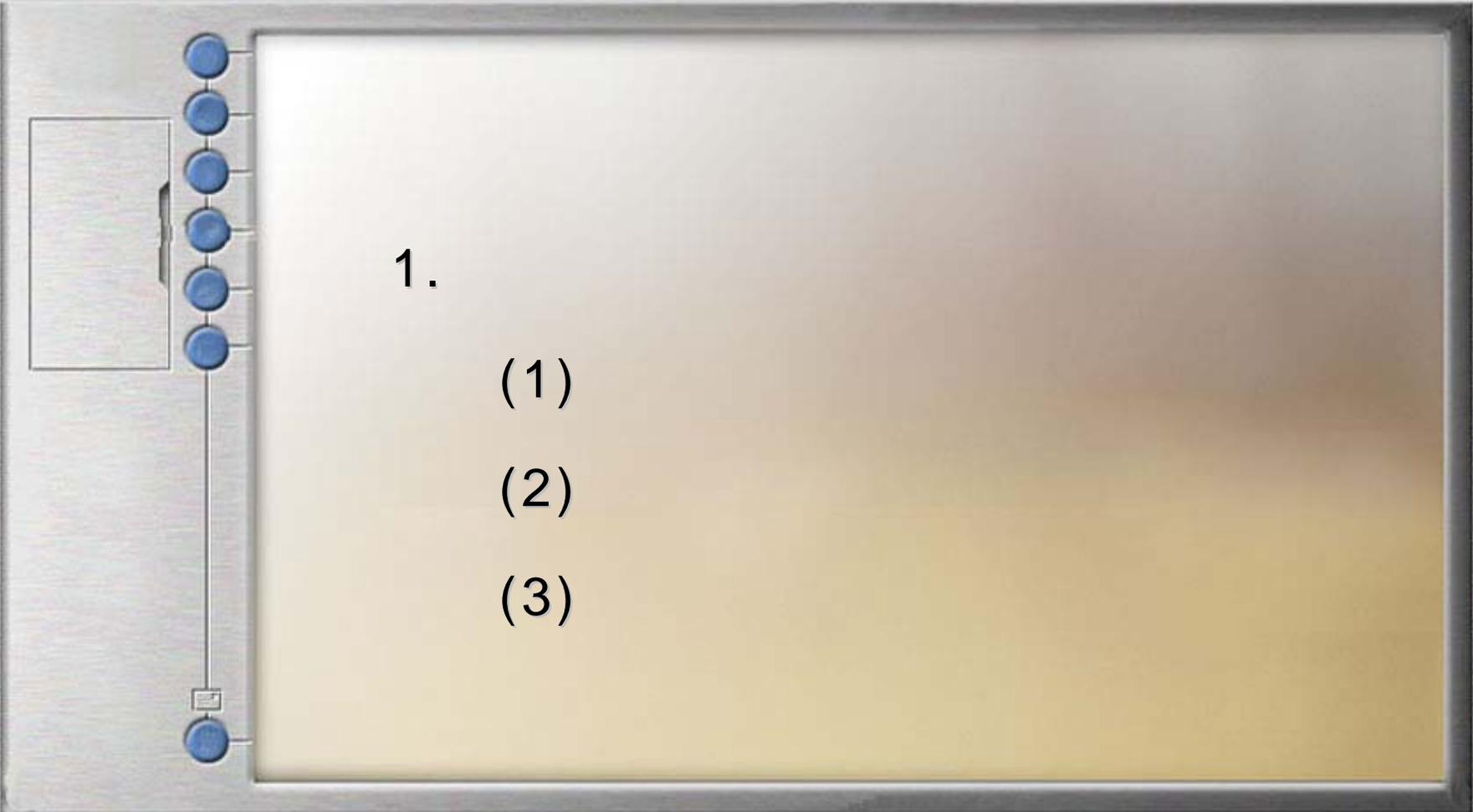
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1.

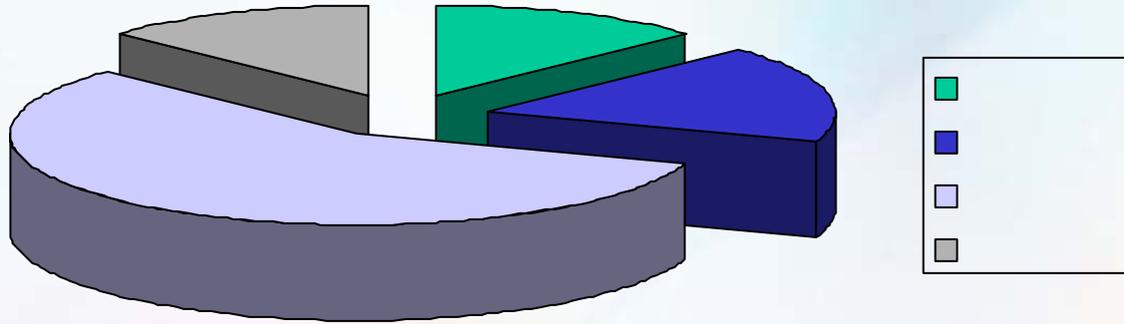
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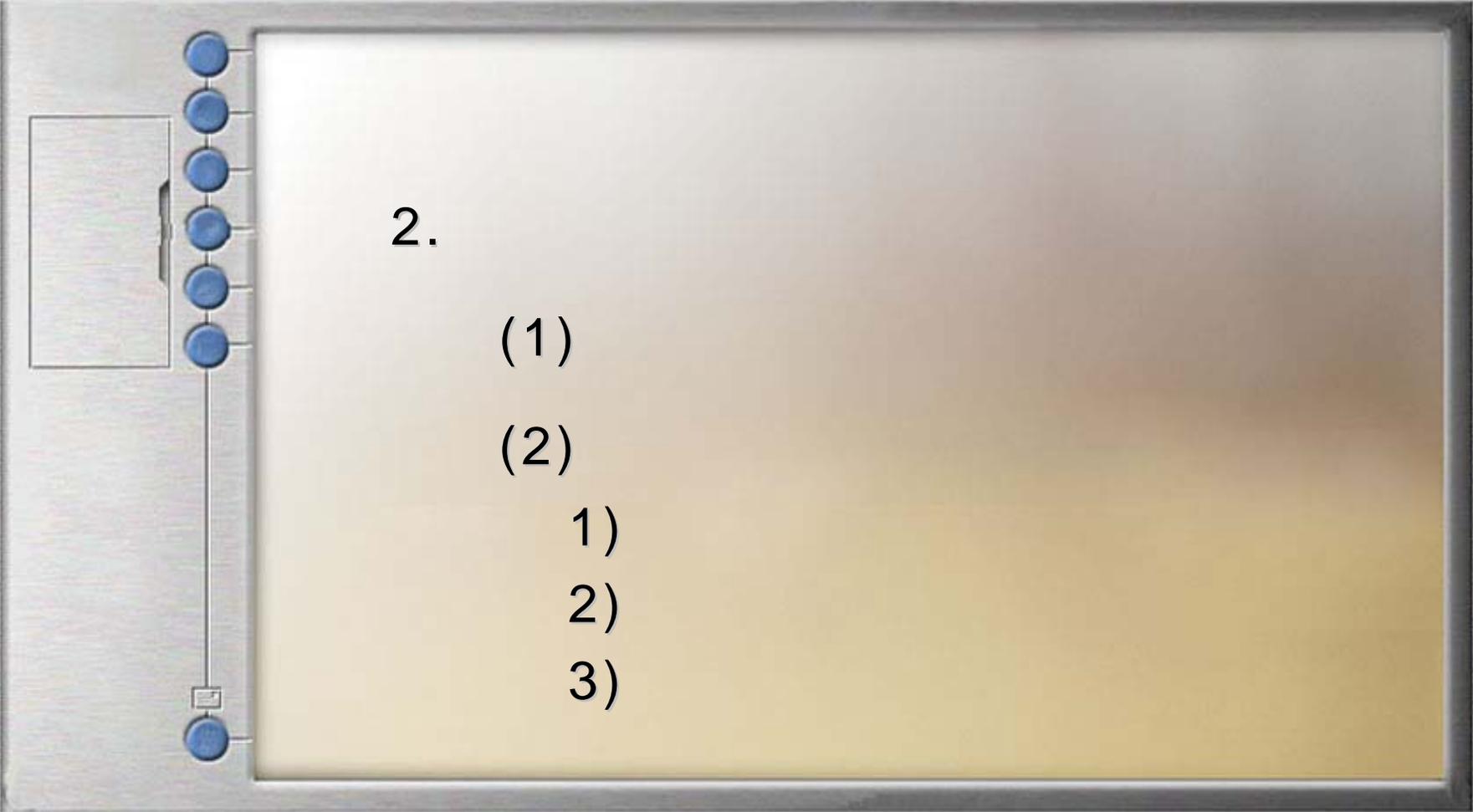
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A whiteboard with a control panel on the left side. The panel features a rectangular window, a vertical column of six blue buttons, a vertical line, a small square icon, and a final blue button at the bottom. The whiteboard surface is yellowish and contains handwritten text.

2.

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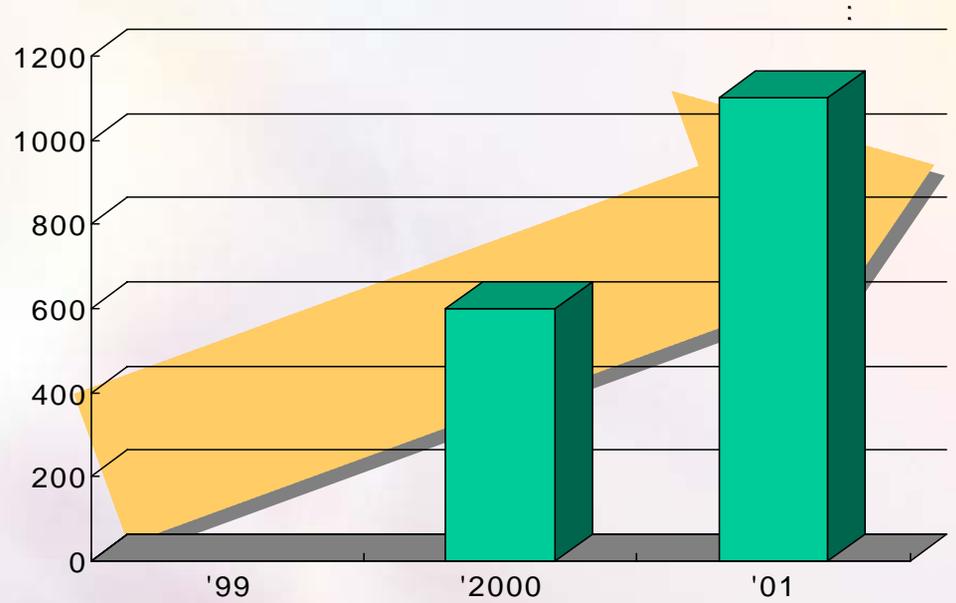
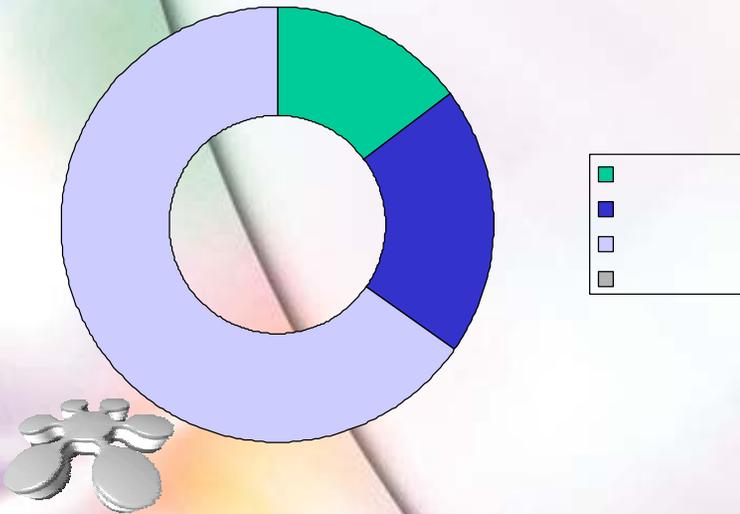
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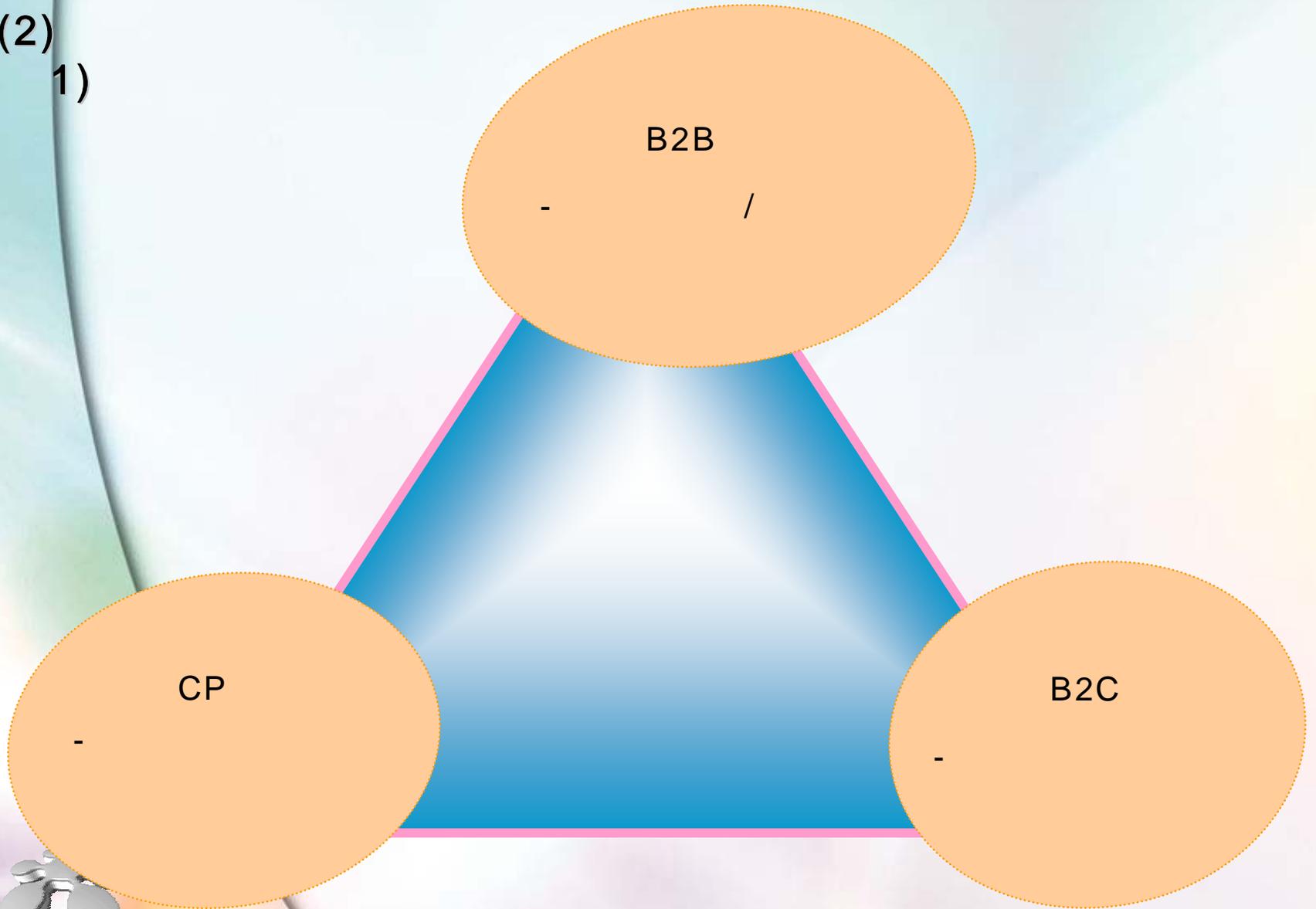
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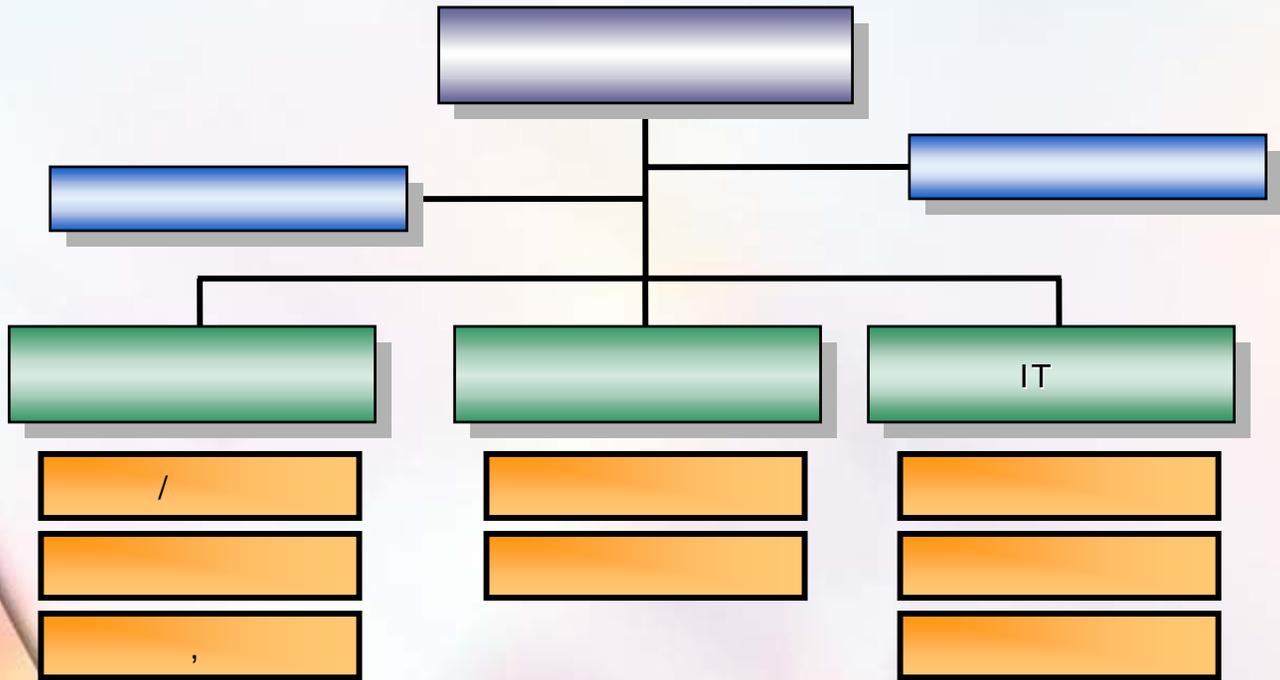
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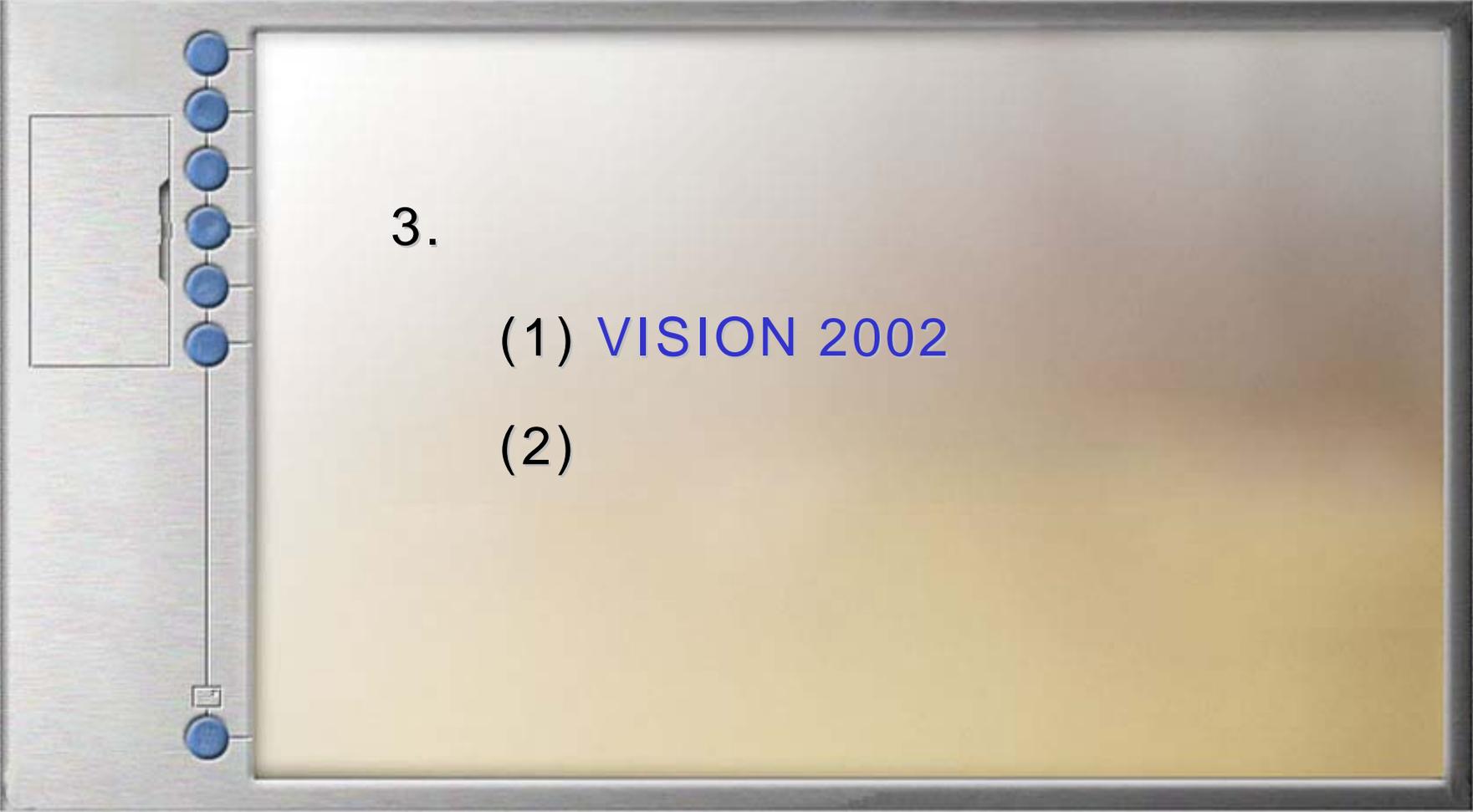


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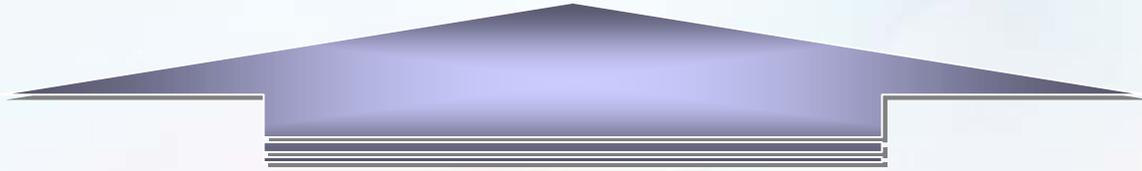
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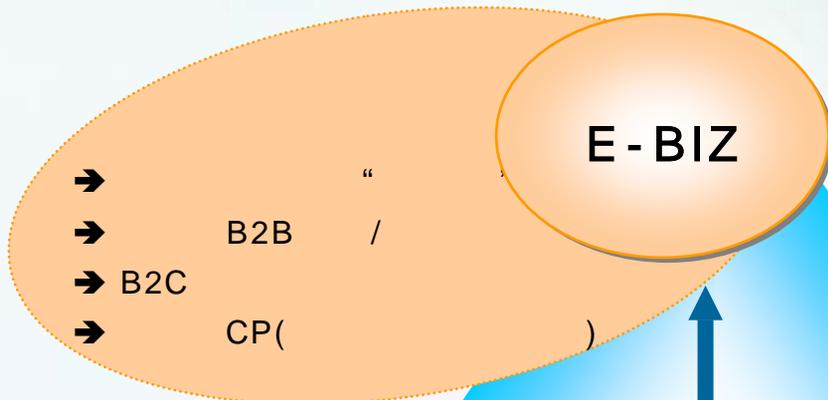
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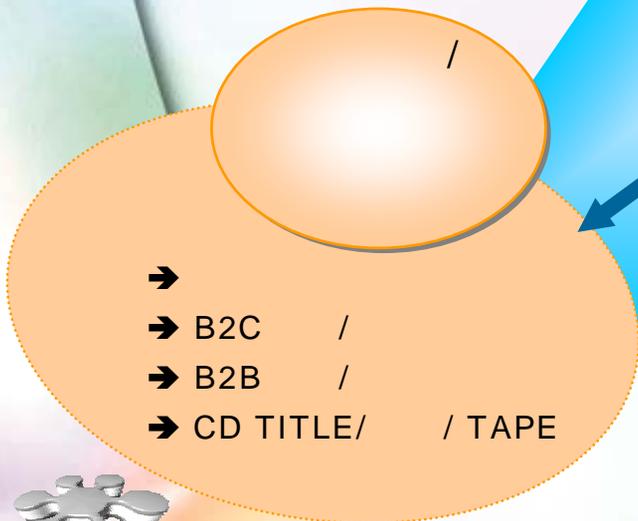


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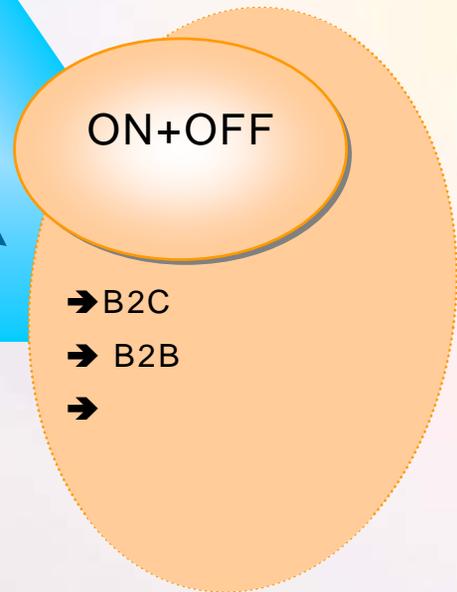
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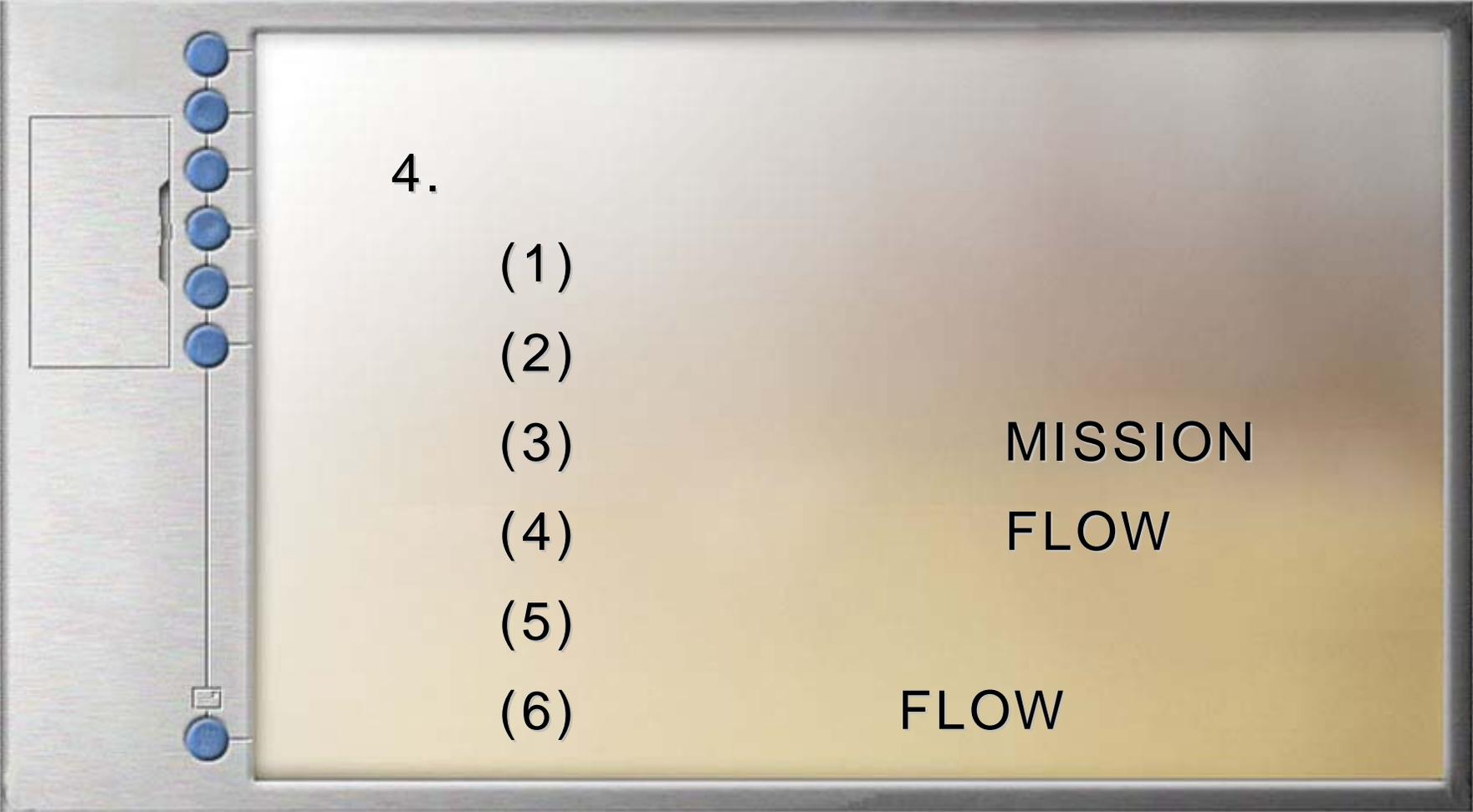


RISK



OSMU BIZ





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MISSION

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Process

DOMAIN

GOAL

E-biz

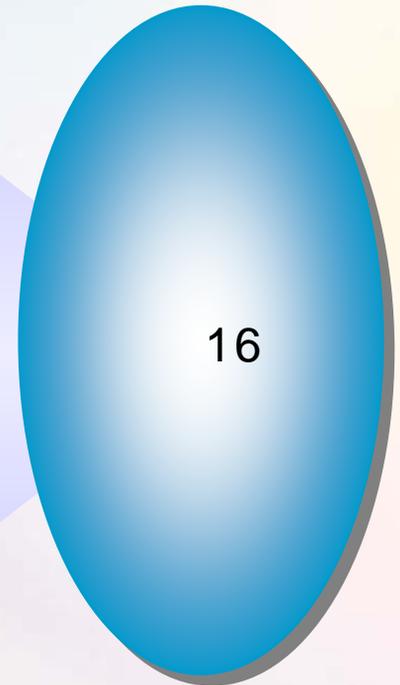
- BPR
- CP 가
- B2C B2B
-

On+Off

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- B2B

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- CD-ROM/ / E-BOOK/ 化
- / RISK
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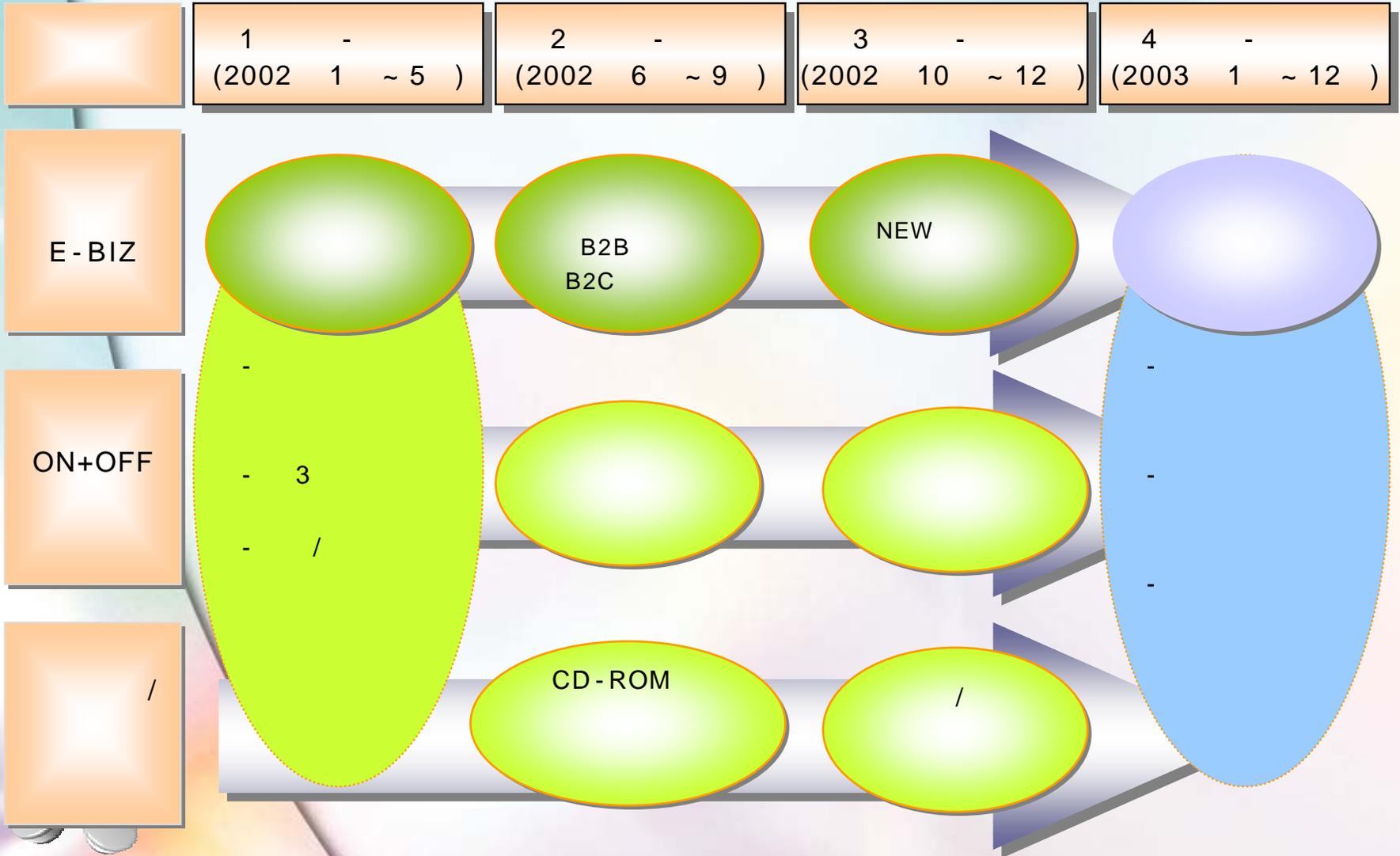
MISSION

		MISSION	
1 “ ”	2002.1 ~ 2002.5 (5)	/	3
2 “ ”	2002. 6 ~ 2002.9 (4)	ON+OFF B2B B2C	/
3 “ ”	2002. 10 ~ 2002.12 (3)	ON+OFF - NEW	- / /
4 “ ”	2003. 1 ~ 2003.12 (1)		

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1) 1 (2002. 1 - 2002. 5)

	E - BIZ	<ul style="list-style-type: none">••• 35% / 60%• B2B
	ON+OFF	<ul style="list-style-type: none">•••• 가• /
	/	<ul style="list-style-type: none">•• /• /• /•
		<ul style="list-style-type: none">• COST/ BPR• 3•

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2) 2

(2002. 6 – 2002. 9)

	E-BIZ	<ul style="list-style-type: none">• B2B• CP• 가• NEW••
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	/	<ul style="list-style-type: none">• CD-ROM/ /• E-BOOK/ /•• 가 /•
		<ul style="list-style-type: none">•• /• R&D



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3) 3 (2002. 10 – 2002. 12)

	E-BIZ	<ul style="list-style-type: none">• CP -• -• cross/ up-selling
	ON+OFF	<ul style="list-style-type: none">• -• D/B• 가••
	/	<ul style="list-style-type: none">• 2 CD-ROM/• 2 E-BOOK/ /•• /
		<ul style="list-style-type: none">•••• R&D/



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(2003. 1 – 2003. 12)

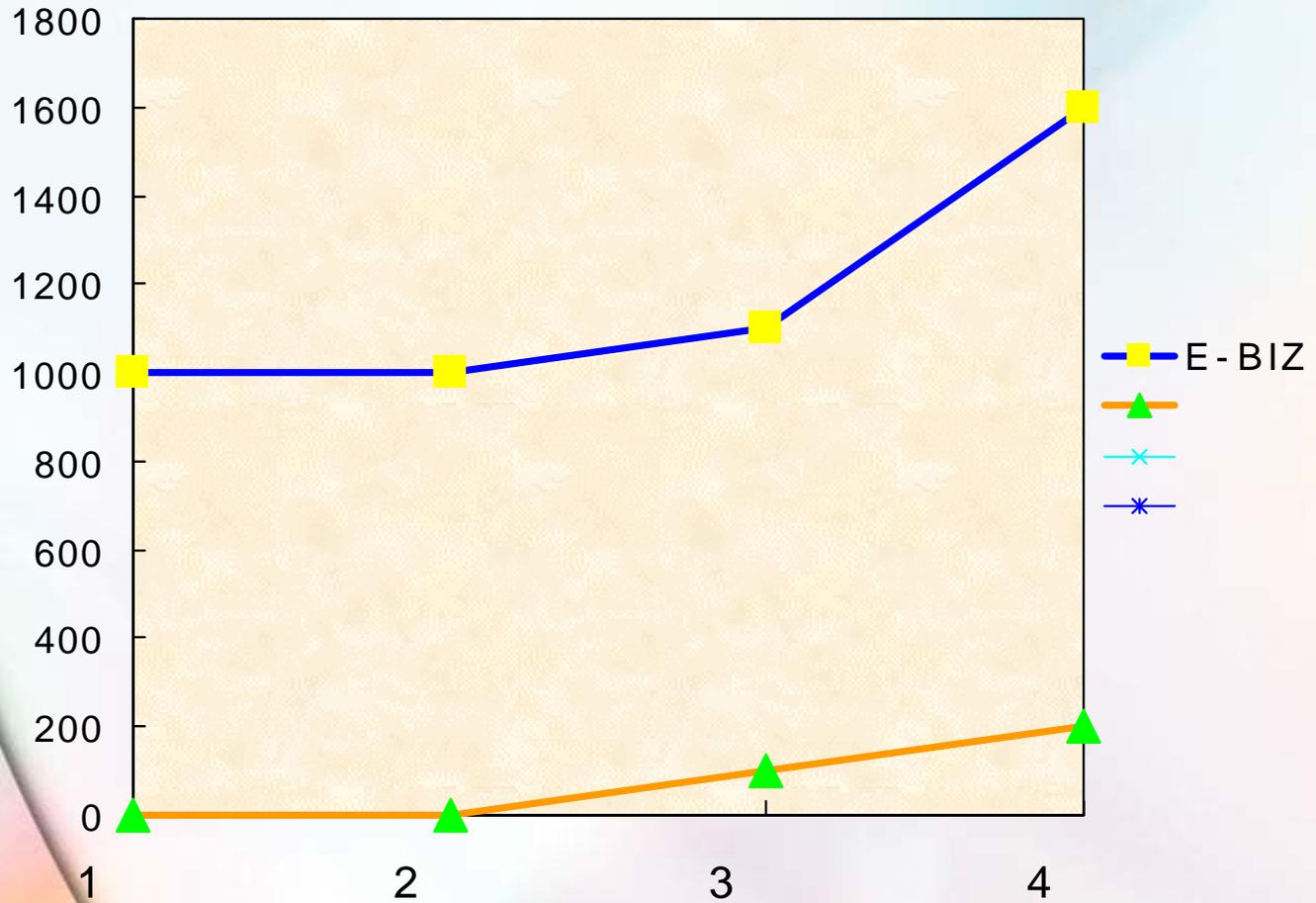
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