

Hanafos Launching Promotion

()

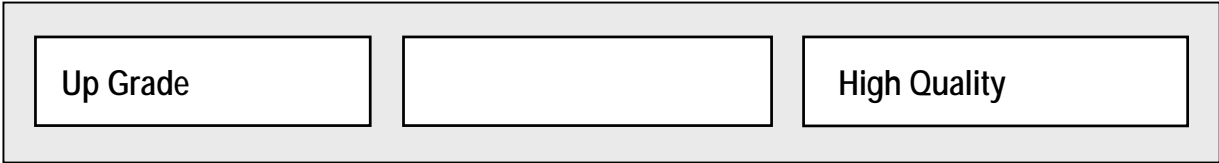


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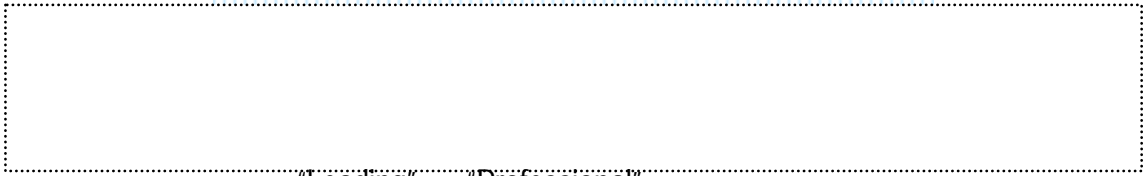
1.



Yes! Hanafos! Fighting! Internet Korea



. Hanaro-Force, *Hanafos*가 , Korea



"Leading" "Professional"

2.

1.

2.

3. /

→
→
:
:"
:

+
! Hanafos"

→
→
:
:
:

()
가
Sales Talk

→
→
:
:
:

()
Benefit)
가

Leading Internet, Hanafos!
"Hanafos가
(Attention)

Powerful Internet Hanafos!
"Hanafos가
(Push)

Express Internet, Hanafos!
"Hanafos가
(Pull)

“

” ”

“ ”

”

3. Point



Force (力)

Point 1	競争力 -
Point 2	弘報力 -
Point 3	實行力 -



1

	- , ,
--	-------

2

	,6 Mobile - 가
--	------------------

3

	On-line / Off-line, 4 - 가 / 가 - PR , 가
--	--



1.

● : Yes! Hanafos! Fighting! Internet Korea!

● : 2001 6 ()

● : 6 (, , , , ,)

● :

● :

2. Flow

Yes! Hanafos! Fighting! Internet Korea!

Yes! !

Internet Leader

Leader 10

Yes! !

!! Hanafos Mobile Station

- Hanafos Mobile Station 가

e - money

- 가 e - money

Hanafos CD

Hanafos Express Bingo!

- !! "Hanafos Bingo"

!!~

. Snergy Force

- 가 2 6

Yes! !

New Leader

- 3 Hanafos

!

- Hanafos 가 30

가

- Hanafos 3
- 가 가

30%



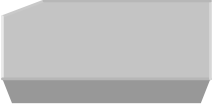
1.

Yes!

Internet Leader 명예의 전당 헌정식



10
→ CI



: 2001 6 2 ()
: (1)
Assem Mall(2)



leader 10
ON-line →
Hanafos 가 (1 10 , 100)
:)" New Leader "
: 10 Internet Leader /



Flow

(2/2')	Hanafos
Tape Cutting (3/5')	CEO , Leader 10 Tape Cutting
(1/11')	Hanafos
(3/8')	Hanafos
新 CI (2/10')	"Hanafos" CI
(4/20')	
(5/16')	internet Leader 10 internet Leader → 가
(3/23')	Internet Leader 1 1 Internet New Leader
(1/24')	Hanafos



zone1.

internet leader
) (),
(), ()
(), ()
(), ()
()

zone 2. ()

()
PDP
Hanafos

zone 3. ! Internet Force ()

가

zone 4.

internet leader가 가
) ,



“ ”



2.

Yes! ! .

• (1318)

- ,
-
-

- 가
- 가 ,
-
- 가

- /
-



!! Hanafos Mobile Station

가 /

인터넷 홈 충전소!! Hanafos Mobile Station



Hanafos
 Hanafos
 가 가 , 가 e-money ,
 가 Hanafos CD , PC



: 6 1 ~ 30 (30)
 : - , , ,
 - , , ,
 - ,
 - ,
 - ,
 -
 :



1 (13)
 5 , 1 , 4 , CD 1 , 1
 CD 2 , 2 (8)
 8 (2 , 6 1)



1. Booth

Hanafos Booth
가

2. e- money

e- money
가

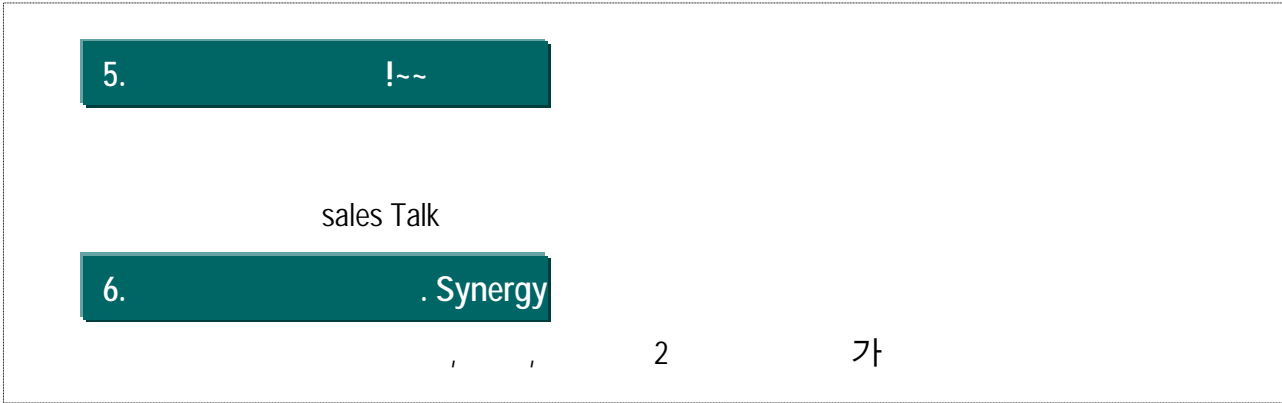
e-money ₩10,000

3. Hanafos CD

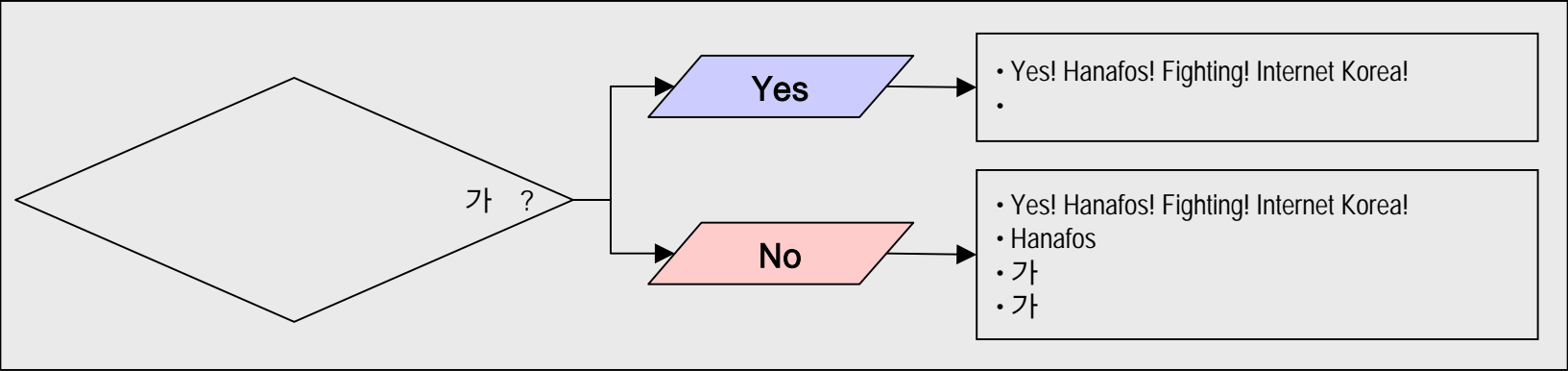
CD 가 (1 30)
CD : ()
CD / 가
CD , 5

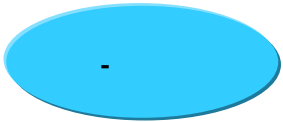
4. Hanafos Express Bingo!

LCD
가 , 가
"Hanafos! Bingo"
Booth →
Sales Talk →
: Hanafos 6



Sales Talk Flow



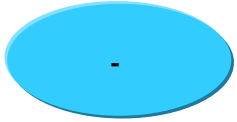


	1) 2)
	→ : 20 ~22 → : 16 ~22
1	→ : 39 → : 51
	→ (~) → : 20 → : , 10 → → /
	1) 2) 2 → 가 가



→ , 가 ,
→ 가 ,

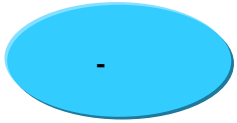
13:00~20:00



	1) 2) (가)
	→ : 15~21 → : 12~20
1	→ : 1 → : 1 5
	→ 가 2 8
	→ 가
	→ 가 : * ,



→ , 12:00~20:00
→



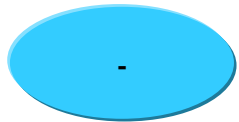
	1) 2)
	→ : 15~ 23 → : 12~20
1	→ : 40 (: 9 5) → : 1
	→ / → : → 20~30 10~20
	→ → / →
	1) 2)



→
→

12:00~20:00

가



	1) 2)
	→ 16-20
1	→ : 15-20 (: 10) → : 40
	→ 20 30 가 80% → 7 / → → 20 ,
	→ →
	→ 1 / →

→ , 13:00~20:00
→ ()

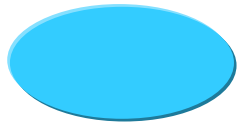




	→ 12~20
1	→ : 20~25 → : 30
	→ 10 20 가 80% → 가, 가 → 70%
	→ →
	→ →

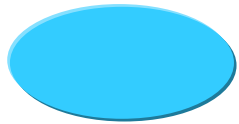


가



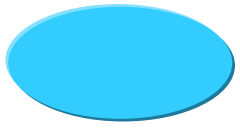
	→ 12~20
1	→ : 20~25 → : 40
	→ 가 → 가 → 가
	→ →
	→



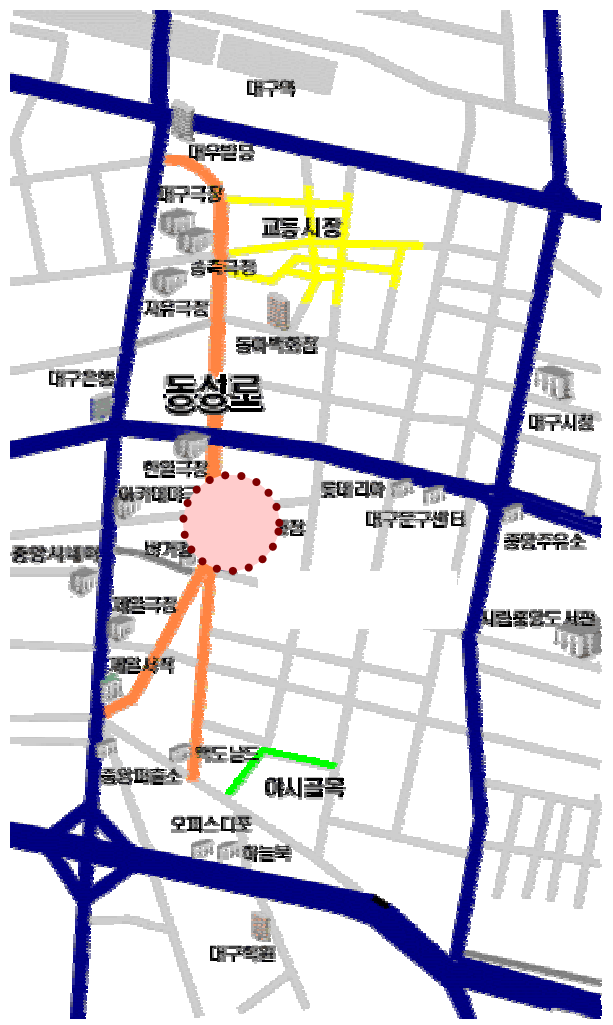


	→ 12-20
1	→ : 25-30 → : 55
	→ : () → 가
	→ () → ()
	→





	→ :
	→ : 12:00~20:00
	→ 1 30
	→ 가
	→ 10 ~20 가
	→ 가
	→ 3 가 가
	→
	→
	→
	→





3. /

Yes! !

일터뵈 New Leader 장학금



On-line (Internet Leader)
PC 3 →



2001 6 1 ~ 2001 6 30 (1)
→ : 6 1 ~ 6 30
→ : 7 1 ~ 8
→ : 7 10
→ : 7 15



- New Leader
- (, ,)
: “ New Reader ”
) “ Hanafos가 가?”
) “ OO Hanafos가 !”
: Page view



-	:	가		가	(50)
-	:		(49)		
-	:		가		(1)
1.					
2.		100			pc
3.	3				
4.				10,000	
		가		e-money 1,000	
()			



젊은 한족인! 벤취밸리 캠프



가



6 1 ~ 30 Hanafos 가



, 21 가

: 30

: : 3 4
7 15 8 20

: , ,

: (1) - , ,

Hanafos



정보를 나누면 힘이 배가 됩니다.

가 가 가

: 가 가 가 1 1 (3)
: 가 가 가
100
: 가 Lan
: 3 30%

