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## South Korea Business Proposal



figure 1 South Korea

### Culture

South Korea is located in East Asia. The country occupies the southern portion of the Korean Peninsula. The country is bordered by the democratic people's Republic of Korea to the north. The East Sea to the east. The East China Sea to the south and the Yellow Sea to the west. South Korea makes up to 45 percent of the peninsula's land area. The capital is Seoul (Britannica,2021).

South Korea is the perfect place to consider doing business because of the potential that country has. Once you understand their cultures your business will be successful in the country which is the reason why we are choosing this country to do business with. We did a research on the country's culture, Economy and Technology and we found quite interesting information in these criteria which will help us grow our business.

Korean culture is deeply influenced by Buddhist principles and this infuses not only personal lives, but also business. This research made me understand that in South Korea they take religion very seriously which is really important to know and understand in order to start a business there for example “Confucianism supports group harmony, respect for elders and authority, the importance of family, friendship and ancestors, and also, tradition. Kibun (equivalent to face, or honour) is highly significant to Koreans and they will always attempt to maintain their Kibun, or personal dignity. Confrontation is to be avoided at all cost as once Kibun is lost it cannot be regained”(Commisceo,2021).

In South Korea, good relationships are crucial to success both in personal and business circles, and these are assimilated within the business world(Commisceo,2021). Koreans make friends first, and clients second. To make the most of your business acumen you must also appear trustworthy, honourable and respectable in a social and business setting.

## **Economy geography**

South Korea has gone from one of the poorest countries in the world to is one of the richest countries in the world. A big reason for this is that South Korea has done a wonderful job in gaining capital fast while also having a big reduction in poverty (Worldbank, 2020). The country's Gross Domestic Product (GDP) has increased averaging 7.3% annually between 1960 and 2019 due to the policies put in place by their government. In fact, South Korea is among the top 5 largest GDP in Asia and among the top 10 largest in the world. What makes the South(Worldbank,2020).

## **Technology Advancements**

South Korea is very advanced in technology, they are the world's 12<sup>th</sup> largest economy. They have a trading volume of \$1 trillion US dollars(Innovation in Korea). South Korea has research centers which are Samsung, LG, Posco, Hyundai, and Korean Air. Samsung is the largest business in South Korea which consists of electronics, insurance, and construction. They also have global research centers such as IBM, Google, Microsoft, and Kimberly-Clark. Also, South Korea has 5G network, drones, and self-driving buses. South Korea has advancement in ICT. Currently, they use technology to help with the pandemic. Some methods they use is by using an app that tracks a person's location when they arrive at an airport and location tracking bracelets(Holmes, 2020).

## **Why did we choose South Korea?**

South Korea had been a member of the World Trade Organization as a developing country status since 1995 (Chung & Roh, 2019). As a developing country in the WTO, it benefits international trade with lower tariff rates that maximize the most astounding profit and generate economic growth (Amadeo, 2020). To maintain the global market's capabilities and competitiveness, the government implements deregulation, initiates enterprises and foreign investors (Iyer & Bennur, 2018, p. 60). In 2019, the WTO announced South Korea is no longer considered a developing country status (Chung & Roh, 2019), which means the country attains a high standard of economic growth and political stability. It enhances disposable income and improves overall living standards. It intensifies the consumption of the high-quality or luxury markets. The fundamental of the trade liberalization policy and the advantage of high technology orientation incentive the foreign investor and consumers.

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Figure 1

*Maps of South Korea*. (n.d.). WorldAtlas. <https://www.worldatlas.com/maps/south-korea>

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geography; climate; natural resources; population and demographics; technology; culture; the economy; labor and employment practices; fiber, fabric and apparel production, distribution, and consumption; and import/export trade policies and practices.

We already have geography, technology, culture, and economics. Please make sure to rewrite it and post it here:

## Geography: Faroumata

Geologically, South Korea consists in large part of Precambrian rocks (i.e., more than about 540 million years old) such as granite and gneiss. The country is largely mountainous, with small valleys and narrow coastal plains. The *T'aebaek Mountains* run in roughly a north-south direction along the eastern coastline and northward into North Korea, forming the country's drainage divide. From them several mountain ranges branch off with a northeast-southwest orientation. The most important of these are the Sobaek Mountains, which undulate in a long S-shape across the peninsula. None of South Korea's mountains are very high: the *T'aebaek Mountains* reach an elevation of 5,604 feet (1,708 metres) at Mount *Sōrak* in the northeast, and the *Sobaek Mountains* reach 6,283 feet (1,915 metres) at Mount Chiri. The highest peak in South Korea, the extinct volcano Mount Hallaon *Cheju Island*, is 6,398 feet (1,950 metres) above sea level(Britannica,2021).



Figure1

South Korea has two volcanic islands—Cheju (Jeju), off the peninsula’s southern tip, and [Ullŭng](#), about 85 miles (140 km) east of the mainland in the East Sea—and a small-scale lava plateau in [Kangwŏn](#) province. In addition, South Korea claims and occupies a group of rocky islets—known variously as Liancourt Rocks, Tok (Dok) Islands (Korean), and Take Islands (Japanese)—some 55 miles (85 km) southeast of Ullŭng Island; these islets also have been claimed by Japan(Britannica,2021).



**Figure 2**

South Korea’s three principal rivers, the *Han*, *Kŭm*, and *Naktong*, all have their sources in the *T’aebaek* Mountains, and they flow between the ranges before entering their lowland plains. Nearly all the country’s rivers flow westward or southward into either the Yellow

Sea or the East China Sea; only a few short, swift rivers drain eastward from the *T'aebaek* Mountains. The [Naktong River](#), South Korea's longest, runs southward for 325 miles (523 km) to the Korea Strait. Streamflow is highly variable, being greatest during the wet summer months and considerably less in the relatively dry winter(Britannica,2021).

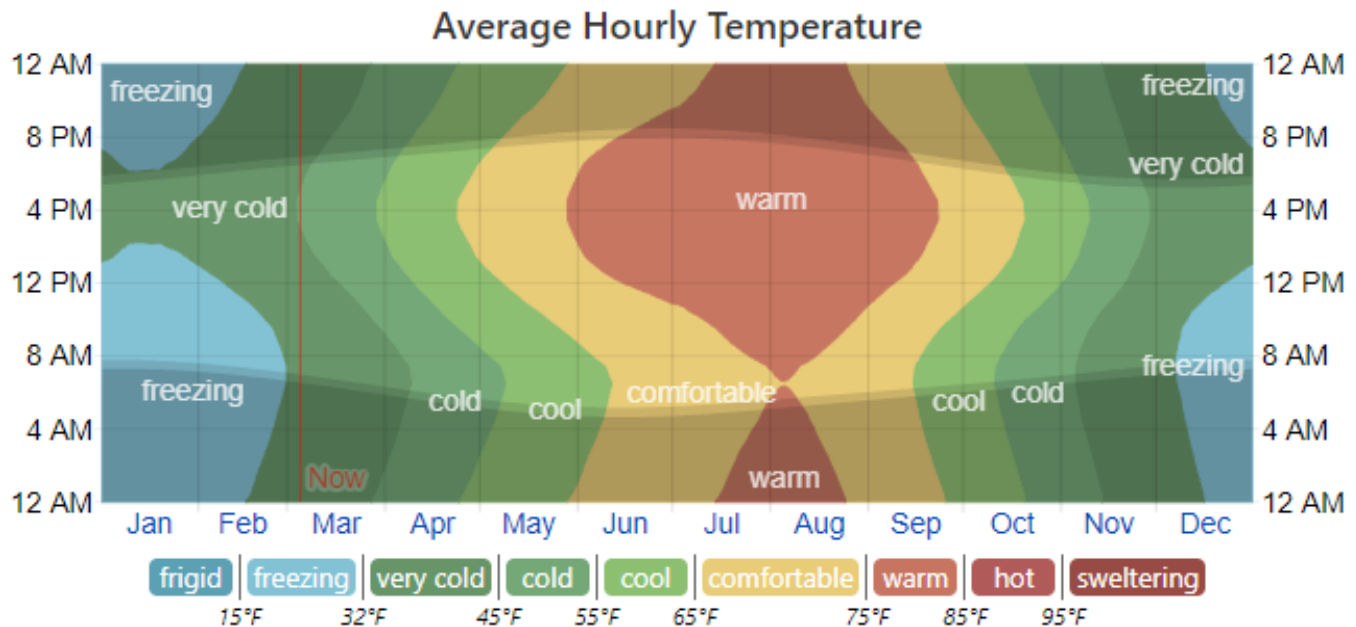


**Figure3**

**Climate:** ChiWai

**Figure 2** *Average Hourly Temperature*





Temperature around the year in South Korean

South Korea is located in the Northern Hemisphere. It belongs to the region of East Asian monsoonal, which has four distinct seasons patterns quite equivalent to northeastern America throughout the year (*Korea - Climate*, 2021). From April to June is spring, then following the summer in July and August. September, October, and November are autumn. Last, the chilly, cold, and snowy winter remains from December to March.

Overall, in summer, July is the hottest month in Seoul, with an average temperature of 75°F, but faces typhoons, often torrential rain in the year (Travel Guide, 2020). It creates rigorous storms accumulating into significant flooring. For this reason, mosquitoes sustain a substantial concern in the late summer (Wells, 2018). Heavy humidity is another problem during the summer months. January is the coldest reach to 25°F on average and extends below freezing degrees occasionally (Travel Guide, 2020). Hwangsa, the yellow dust throughout the spring, comes from China’s industrialization and Mongolia’s desert (*Korea - Climate*, 2021). Thus, air pollution definitively is a significant consideration during spring.

In general, Winter temperature is slightly cooler in Seoul than in other cities like Daegu or Busan (Wells, 2018). Jeju Island instead, about 10 degrees higher than mainland Korea, entices many visitors.

**Natural resource:** Fatoumata Cisse

**Figure 3** *Natural Resources*



**Description for the figure**

South Korea is found in East Asia in the North Temperate Zone and has mountainous terrain. The country has a population of about 51.4 million people and an area covering 38,150 square miles. South Korea is one of the world's most developed economies and is regarded as a high-income country with exceptionally high human development ranking at position 22nd worldwide (Worldatlas, 2021). South Korea is best known for its livestock, forest and mineral resources.

In South Korea livestock is one of the most dynamic agricultural practices. Consumption of livestock products such as milk, and meat is increasing drastically because the country is experiencing fast economic growth rate. The South Korean government also played major in the country's growth by helping the country produce more meat and milk products.

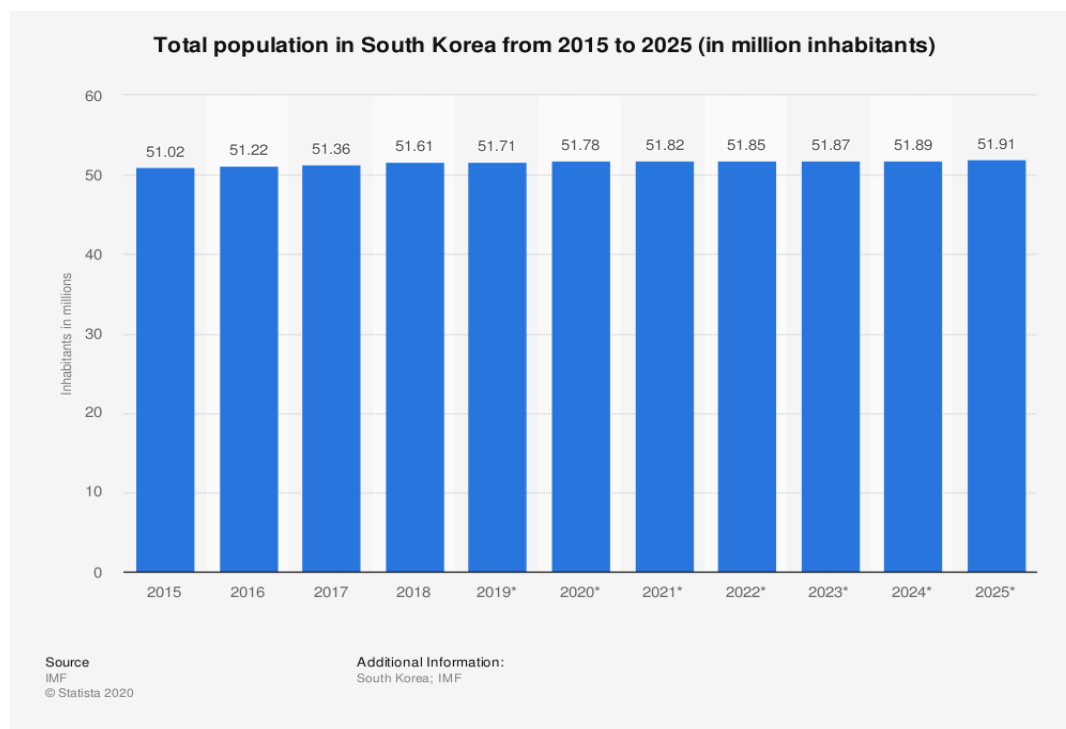
According to the article in 1997, beef production in the country was 237,000 tons, which was a huge increase from 1996 when the production was 174,000 tons. Pork production in the same year was about 699,000 tons, chicken produced was 279,000 tons, and the total production of milk was 2.1 million tons. As of 1997, there were approximately 3,257,000 cattle in the country, which represented a 0.3% drop from the previous year (Worldatlas, 2021).

Most of the forest cover in South Korea has remained relatively unchanged. From as early as the 1970s, there has been successful reforestation in areas where forests had been cleared. Domestic production of timber accounts for a negligible proportion of the total demand for timber in the country. Logging in the country is primarily limited to the mountainous areas where coniferous trees are widespread in areas such as the provinces of North Kyōngsang and Kangwōn. The veneer and plywood industry has developed largely because of the imported wood. The South Korean evergreen is one of the largest forests in the country covering an area of 5,700 square miles(Worlдатlas,2021).

South Korea has relatively few mineral resources within its borders, and the most important mineral reserves in the country include graphite, iron ore, coal, silver, gold, zinc, lead, and tungsten. All these minerals constitute approximately two-thirds of the total value of mineral resources in the country.

## Population and Demographics: Omar Touray

**Figure 4:** *Total population in South Korea from 2015 to 2025*



### South Korea's Total Population between 2015 and 2025

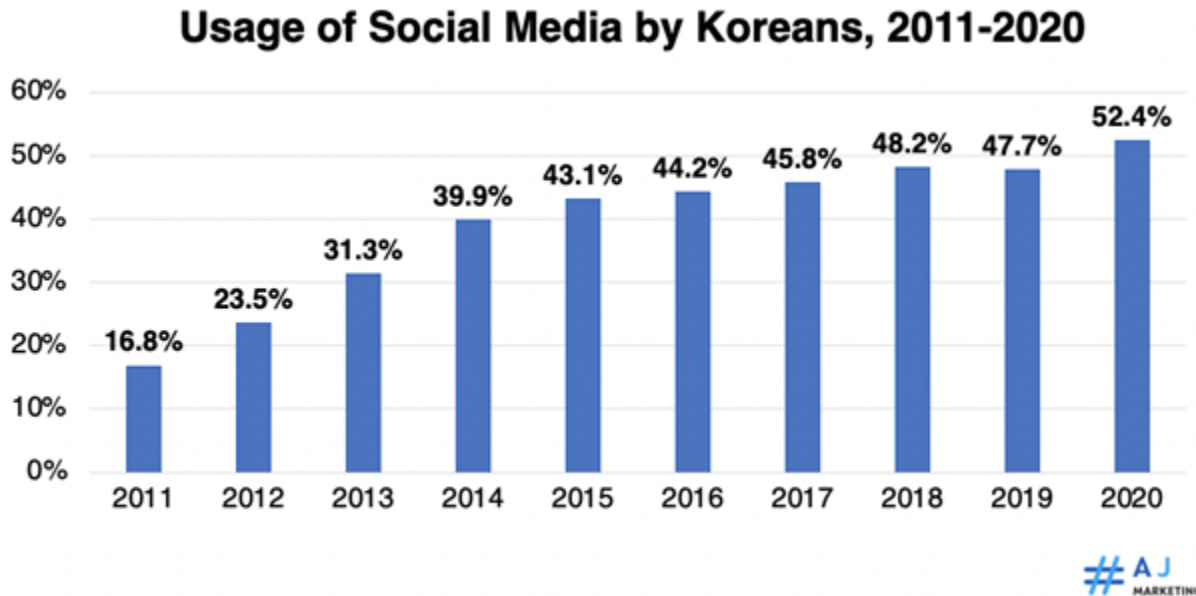
South Korea is officially recognized as the Republic of Korea and shares a land border with North Korea. It constitutes the Southern part of the peninsula and has a population of

approximately 51.8 million people as of december, 2020. What's interesting is that more than half of the population live in the country's capital city, Seoul Capital Area (SCA). Through information gathered through korean statistical information, 25, 925, 799 south korean citizens live in the SCA (Hankyoreh, 2020). This has led to the capital being recognized as the fifth largest metropolitan area in the world and the first time for something like this to ever happen in the country.

While this may be the case, South Korea is suffering a huge decline within its population. They currently have the lowest fertility rate in the world at 0.92 (worldpopulationreview, 2021). The average woman over there is having less than one child. Low birth rates and an aging population is hindering the republic's future. The country is getting older, which means the labor and military force could be in great danger. At this rate, some experts believe that more than half of South Korea's population will be over the age of 65 by 2065 (worldpopulationreview, 2021).

In fact, South Korea's fertility problem is getting so bad that more people are dying than being born. According to a census released by the South Korean government, a decrease in numbers of infants being born was surpassed by an increasing number of deaths. In the year 2020, there were 275,815 births and 307,746 deaths (gladstone, 2021). This was the first time that has ever happened to South Korea. This was very traumatizing, especially when you put into perspective that they're the 4th largest economy in Asia. The population is shrinking and getting older and if the government doesn't do anything to fix this problem, the republic could be in a state of emergency within the next couple of years.

**Figure 5** *The Usage of Social Media*



The increase in the use of social media by Koreans over the years.

South Korea is known for being very advanced in technology compared to other countries. They have a quick speed internet, and many people use the internet and social media. As of 2020, the number of social media users are 52.4%. According to the article, the social media penetration rate from April 2019 and January 2020 was 87% (Cervi, 2020). The most popular platforms are Instagram which has 22.3% users, and YouTube has 22.4% (Marketing, 2021). Both Instagram and YouTube continue to expand. While other social media apps such as KaKao Story, Naver Band, and Facebook are declining.

Since, 2011 and 2020 the number of LTE Smartphones has decreased while the number of LTE-A smartphones has increased. In 2020, the percentage of Koreans who owned LTE Smartphones was 25.4% and the ones who owned an LTE-A Smartphone was 58.2% (Marketing, 2021). The most popular cellphone brands in South Korea are Apple's iPhone and Samsung's Android. Many people in South Korea own laptops now than before. In fact, the rate in 2011 which was 23.8% increased in 2020 to 33.3%. Social media usage in Korea continues to increase today.

**Culture:** Faroumata

**Economic:** Omar

**Labor and employment:**

**Fiber, fabric, and apparel production, distribution, and consumption**

**import/export trade policies:** ChiWai

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## Figures

Figure 1

Figure 2

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Figure 3

Figure 4

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## Labor and Employment

