

**붙임 4**    **해외 안테나숍 제품 마켓테스트 결과**

**마켓테스트 제품 정보**  
Product information

제품명 Product Name	Nongshim Potato Snack	
제조사(수출업체) manufacturer	Nongshim	
시중 유사제품 Similar products on the market	<ul style="list-style-type: none"> <li>제품명 Product name : Sweet Potato Chip</li> <li>제조사 manufacturer : Calbee</li> </ul>	<ul style="list-style-type: none"> <li>제품 사진 Product photo</li> </ul> 
	<ul style="list-style-type: none"> <li>해당국가 판매가격 Selling price in the country : £1.1 (HK\$12)</li> </ul>	

**마켓테스트 추진 날짜 및 응답자 수**  
Date of consumer's survey and numbers of respondents

추진 날짜 Date of survey	1 December and Saturday, 2 December 2023
설문 응답자 수 Number of respondents	25

## 분석 결과 Analysis result

### 소비자 유형 / Consumer type

성별 Gender	연령 Age
male / female	20s / 30s / 40s +
Male:5, Female: 15	No age:1, Under 20s: 2, 20+:16, 30+: 4, 40+:1,60+:2

### 제품 평가 (1) / Product evaluation

	전혀 그렇지 않다 Strongly disagree	그렇지 않다 Disagree	보통이다 Neutral	그렇다 Agree	매우 그렇다 Strongly agree
패키지 선호도 Package preference	명/ %		4%	32%	64%
시식 전 인상 Impression before eating	명/ %	4%	8%	44%	44%
시식 후 평가 Evaluation after eating	명/ %		8%	24%	68%
네이밍 평가 Naming evaluation	명/ %		16%	28%	56%
상품성 평가 Productivity evaluation	명/ %		4%	32%	64%
가격 평가 Price evaluation	명/ %		4%	28%	68%

제품 평가 (2) / Product evaluation

	패키지 디자인 (Package design)	향/냄새 (Flavor/ Scent)	식감 (Food texture)	맛 (Taste)	네이밍 (Naming)	가격 (Price)	그 외 (Other)
만족 요인 Satisfying factor	100%	100%	100%	100%	100%	100%	
불만족 요인 Unsatisfying factor							

보완사항 및 업체 종합분석 / Supplement and comprehensive analysis

	<ul style="list-style-type: none"> <li>- Will buy if it is in B&amp;M</li> <li>- More flavours, sweet potato very nice</li> <li>- Put them in a big store like B &amp; M</li> <li>- Advertise on Social Media</li> <li>- We do have similar products so just making people aware &amp; tasting</li> <li>- Very light &amp; crunchy, not overly salted</li> <li>- Different flavours e.g. mild spicy</li> </ul>
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향후 계획 / Future plan

<b>제품 홍보방안</b> Product promotion plan	<ul style="list-style-type: none"> <li>- Put on B&amp;M to sell</li> <li>- Do more advertisements</li> <li>- Put the product to social media</li> </ul>
<b>레시피 활용방안</b> recipe application plan	<ul style="list-style-type: none"> <li>- More different flavours</li> </ul>