

## 붙임 4

## 해외 안테나숍 제품 마켓테스트 결과

### 마켓테스트 제품 정보 Product information

제품명 Product Name	Allgroo Tea	
제조사(수출업체) manufacturer	Allgroo	
시중 유사제품 Similar products on the market	<ul style="list-style-type: none"> <li>◆ 제품명 Product name : Chuanbei Citrus Lemon</li> <li>◆ 제조사 manufacturer : Honey Square</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 : £16.8 (HK\$168)</li> </ul>	

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

추진 날짜 Date of survey	8 December and 9 December 2023
설문 응답자 수 Number of respondents	51

## 분석 결과 Analysis result

### 소비자 유형 / Consumer type

성별 Gender	연령 Age
male / female	20s / 30s / 40s +
Male:5, Female: 15	No age:3, Under 20s: 12, 20+:27, 30+: 4, 40+:3, 50+:1 ,60+:1

### 제품 평가 (1) / Product evaluation

	전혀 그렇지 않다 Strongly disagree	그렇지 않다 Disagree	중립 Neutral	그렇다 Agree	매우 그렇다 Strongly agree
패키지 선호도 Package preference	명/ %			20%	80%
시식 전 인상 Impression before eating	명/ %		2%	20%	78%
시식 후 평가 Evaluation after eating	명/ %			14%	86%
네이밍 평가 Naming evaluation	명/ %		2%	16%	82%
상품성 평가 Productivity evaluation	명/ %		8%	18%	74%
가격 평가 Price evaluation	명/ %		8%	16%	76%

### 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>- Picture of tea on label</li> <li>- Advertisement more</li> <li>- Emphasize that it's Korean (People love Korean products)</li> <li>- Package, it looks like honey</li> <li>- It is good now, don't need to change anything</li> <li>- Introduce it in popular shops</li> <li>- Bright colors</li> </ul>
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## 향후 계획 / Future plan

<b>제품 홍보방안</b> <b>Product</b> <b>promotion plan</b>	<ul style="list-style-type: none"> <li>- Change to a package to let people know it is not honey, is Allgroo Tea</li> <li>- Promote in more popular stores like B&amp;M</li> </ul>
<b>레시피 활용방안</b> <b>recipe</b> <b>application plan</b>	<ul style="list-style-type: none"> <li>- No need to change</li> </ul>

