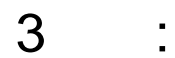


3

3

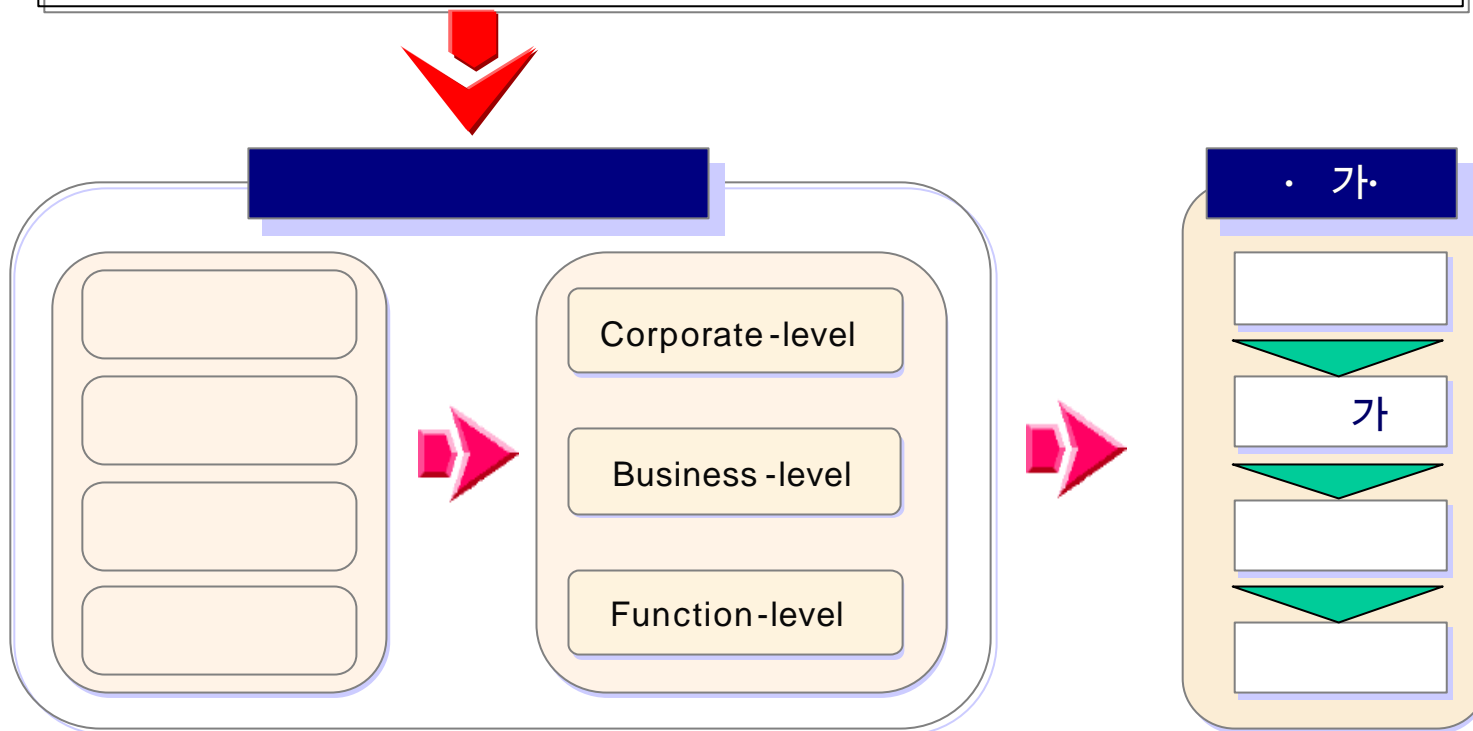
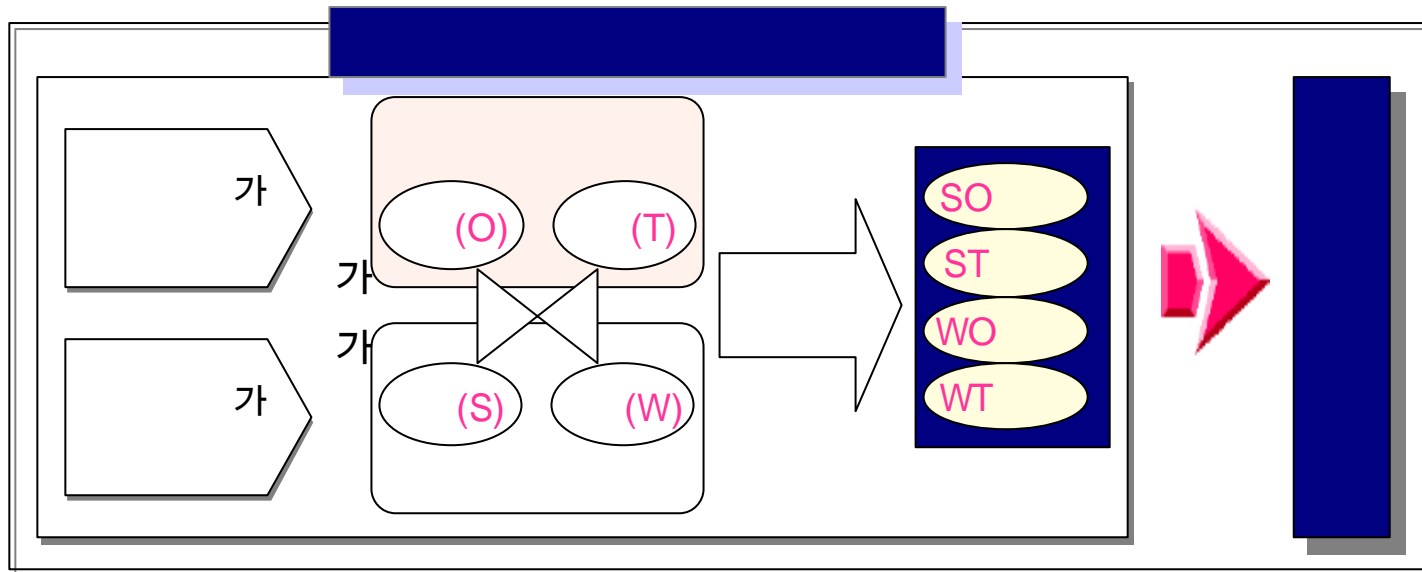
1	
2	
3	
4	
5	
6	
	SWOT



1. 가 가
2. 가 ,
- 3.

### ❖ 학습내용

- 1-1.
- 1-2.
- 1-3.
- 1-4.
- 1-5.



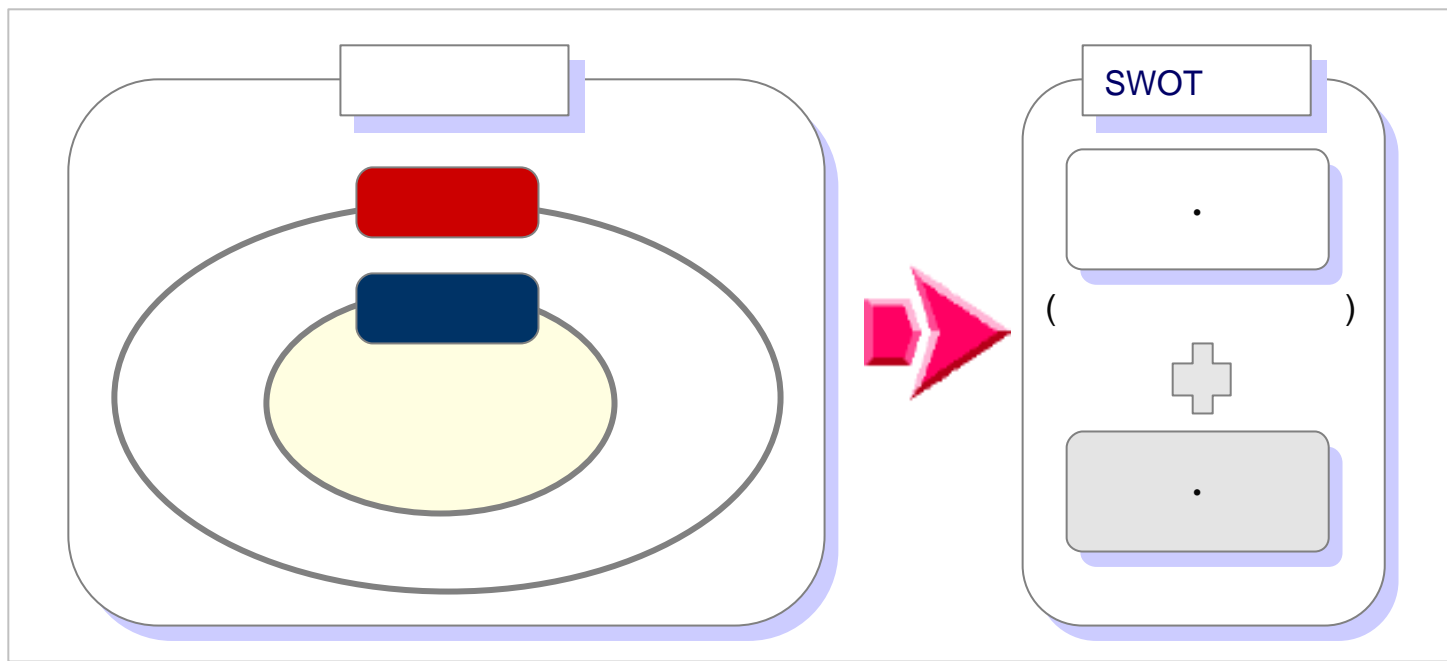
1-1.

1.

1) - -

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- . . . .
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•  
(Opportunity) (Threat) 動因(Drivers) 自社  
가 ,



1)

- 
- 自社
- (key customer, competitor, supplier, & labor market trends)
- Workshop / 가

例

		/		
•	•GDP	•	• (IT)	• (가
•	•	•	•	•
•	• /	•	•	•
•	•	•	•	•
•	•	•	•	•
•	•가	•	• /	가)
•	•	•	•	
•	•가			
•	•			
•	• /			

1-2.

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2)

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例 ...

[ - ]

[Fact/Trend](#)

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1-2.

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3) .

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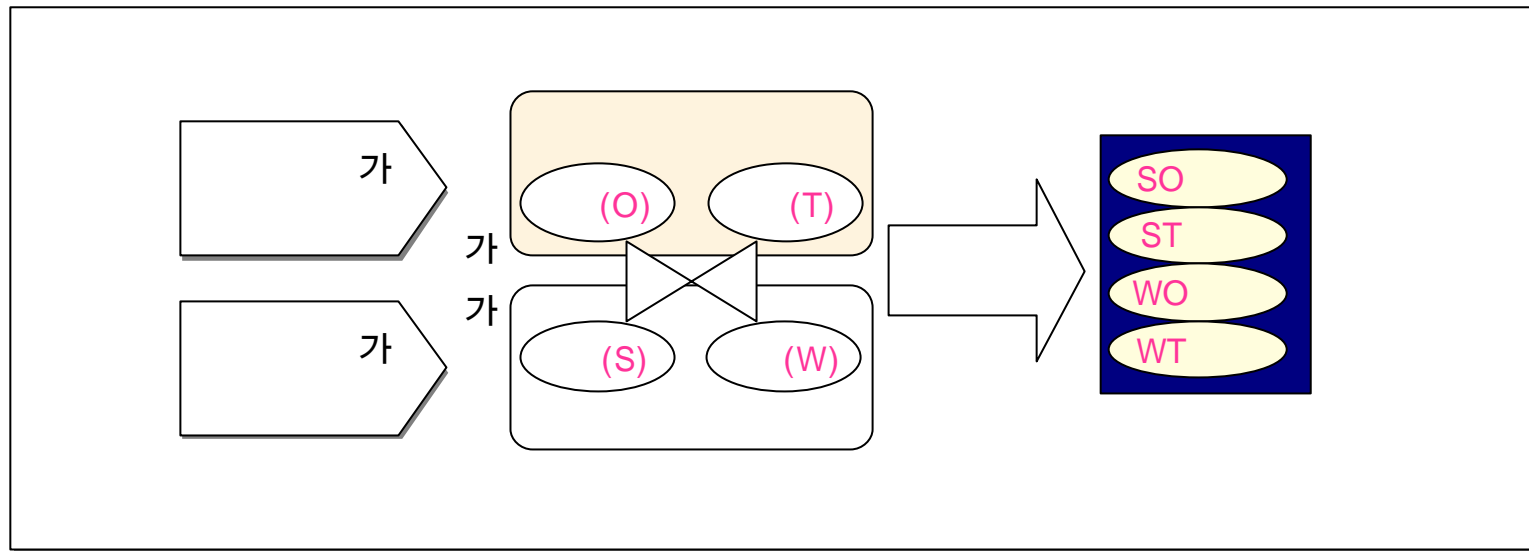
•

例(( -2-1)

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1 5 가

1 , 2 , 3 , 4 , 5



1-2.

1.

3) .

					가		가
/							
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가

가

2 3

1-2.

1.

4) -

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	• /	• /	• 與小 野大 ( )	• -	• -
	•	•2001 1 \$ = \ 1300 100 ¥ = \ 1000	•2002 1 \$ = \ 1250 100 ¥ = \ 950	•	•



• 가 , 가

4)

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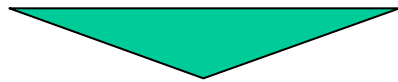
Fact & Trend		Implication
	• 가 가	<ul style="list-style-type: none"> <li>• 新</li> <li>•</li> <li>•</li> <li>- .</li> <li>• /</li> </ul>
	• 65 2000 7.2% 2010 10.7%	
新	• N , 가	
	•	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>• /</li> <li>• Fusion</li> </ul>
가	• 가 • 5	
	•	<ul style="list-style-type: none"> <li>•</li> <li>• (Prosumer)</li> </ul>

4) -

: •

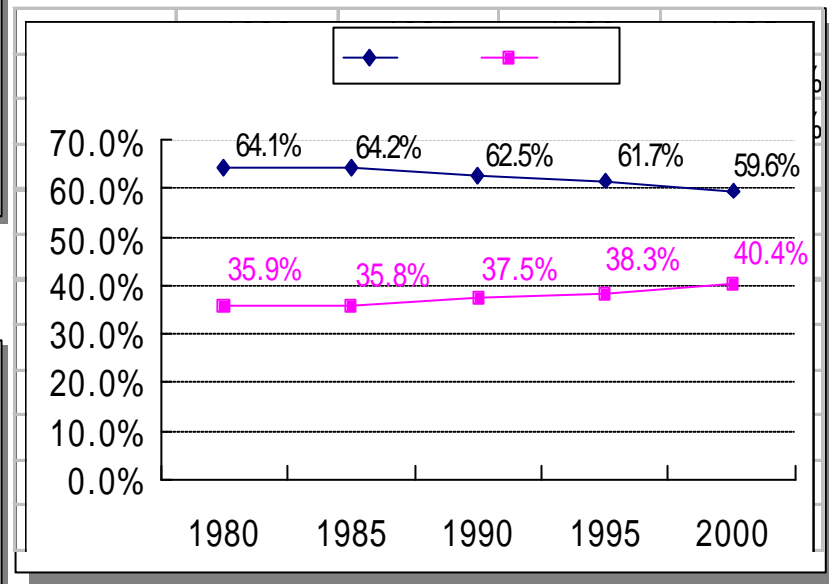
: 가

- 가 가
  - : 60%, : 50%
  - : 49% 2010 56%
- 가
  - 兩性 性的 · 質的
  - , .



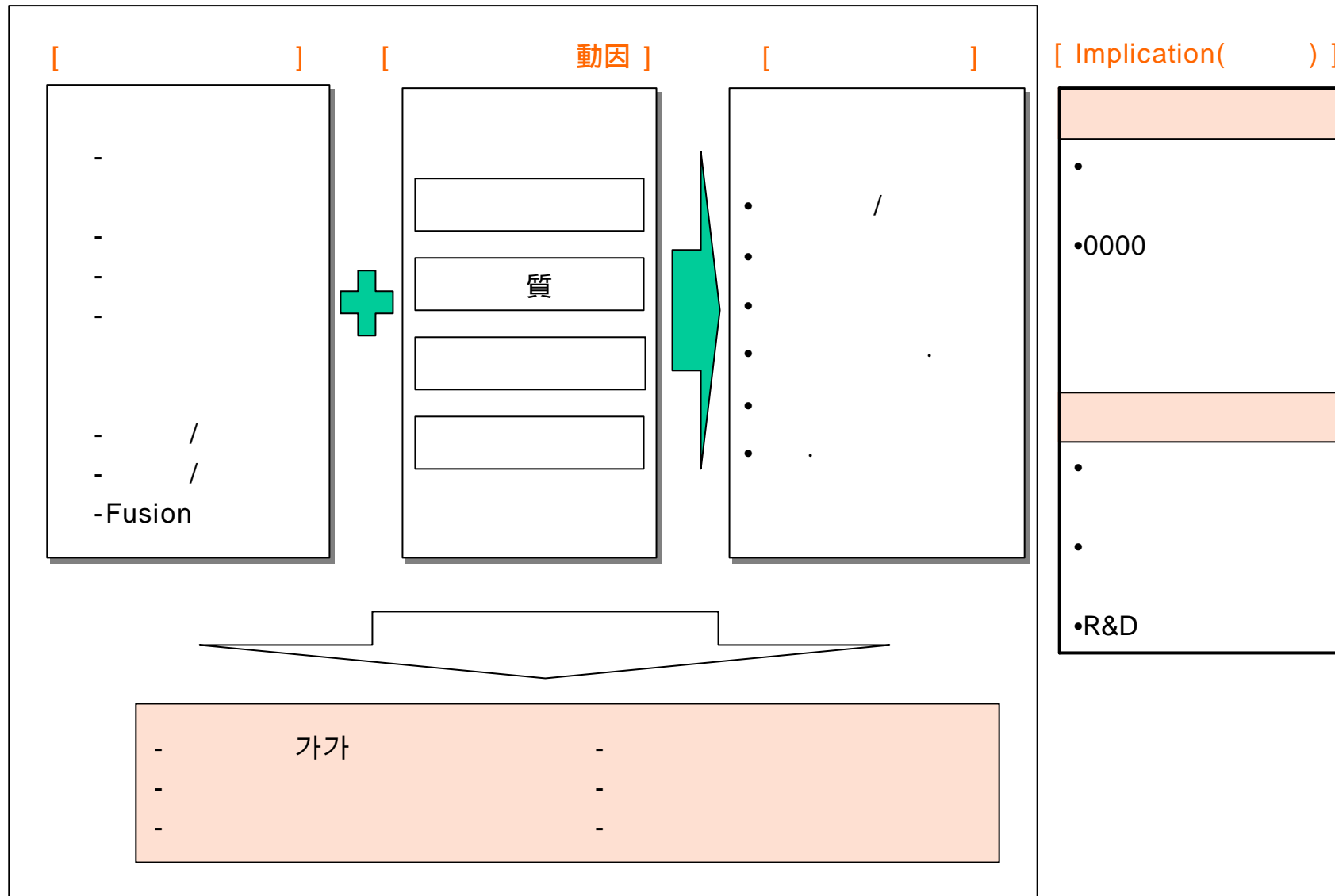
- 化
  - Prosumer, Fusion 가
  - 가 가
  - 가 가 住
  - .
- 
- 
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&lt; &gt;



4) -

⋮



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- \_\_\_\_\_
- \_\_\_\_\_
- Workshop / \_\_\_\_\_

/		
<ul style="list-style-type: none"> <li>• /</li> <li>•</li> <li>• /</li> <li>• /</li> <li>•Etc.</li> </ul>	<ul style="list-style-type: none"> <li>• Positioning</li> <li>•</li> <li>•가</li> <li>•</li> <li>•etc</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•etc</li> </ul>
<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>• ,</li> <li>•</li> <li>•etc.</li> </ul>	<ul style="list-style-type: none"> <li>• /</li> <li>• /</li> <li>•</li> <li>•etc</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

1-3.

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2)

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例

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[ - ]

Fact/Trend

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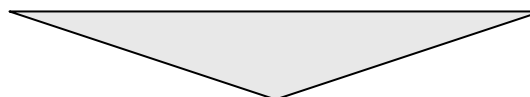
- 

/

3) -

• : ( 가 )

	•	• (01) - : =60:40	• (02) - : =50:50 • • 가	• 가 (CM), •	• • Project Financing •
	•	• / /	• • PL • IB 가	• - . - .	• 가 •



• , 가  
가

1-3.

1.

3) - - :

[ Fact ]

[ Trend ( ) ]

[ Implication ]

( : %)

94.1	112.5	121.8	109.6

00 91 7  
(가 11,544 / 10,627 )

( : )

	1999	2000	2001	2002
	623	619	592	596
	258	228	232	207
	365	391	360	389

30%  
50%  
70%

가 :  
가 : 가  
가 3%  
10%

3 60  
APT

Remodeling  
02 2/4

9x 01 8.3%

良質

省

IB 가

Renewal 가  
業際化 融業化 가  
業域

Life-Style

, ,  
DIY , Recycle ,

高斷熱, 省  
가 , ,

가

1-4.

1.

1)

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- Workshop / 自社 가

例



- 20 ,  
21  
가
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2				
3				

- : 21
- :
- :
- :
- 4 5

2)

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	•	•Speed & Value
	• 가가	•
	•	• &
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	•	•

2

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	• /	• / /
	•	•
	•	• /

1 -4.

1.

2)

3 -

1	<ul style="list-style-type: none"> <li>•21 World Best</li> <li>• 5</li> <li>• 1</li> <li>5</li> </ul>	<ul style="list-style-type: none"> <li>• 3 (2005)</li> <li>• 1,000 \$</li> <li>• 500 \$</li> <li>• 1,000 \$</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• /</li> <li>•</li> <li>•</li> <li>• : 0000</li> </ul>
2	<ul style="list-style-type: none"> <li>•21</li> </ul>	<ul style="list-style-type: none"> <li>• 80 (2005)</li> </ul>	<ul style="list-style-type: none"> <li>• 가가</li> <li>-</li> <li>- .</li> <li>-</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>
3				