

**INJUNG GROUP LLC**  
**FOOD** Proposal

**KOREAN**  
**MADE Food**  
**'오늘(O.neul)'**



**Speaker : CEO YUMI.PARK +82-10-8920-3042/ +976-9192-4993**

**I have the same thoughts as you about the  
PT I am trying to do now..**

**What kind of company is Injeong Group LLC?**

**What do you want to deal with?**

**Where and how do you want to do it?**

**But why are you doing this?**

지금 하려는 PT 에 대한 여러분과 저의 같은 생각.

인정그룹LLC는 어떤 회사인가요?

어떤 것을 다루려는데요?

어디에서, 어떻게 할 건데?

근데 이것 왜 해요?

Korean food is a **memory** to some.. **Mongolians** who know Korean food.. **Food for them**

**Those thoughts come together and we are here today..**

**Korean food**

**Korean food that  
reminds me of  
Mongolians**

**Korean food that  
Mongolians want  
to eat**



누군가에게는 추억인 한국음식..한국음식을 아는 천만몽골인.. 그들을 위한 먹거리

**그 생각들이 모여 오늘 이 자리에 있습니다.**

**한국음식**

**몽골인들에게  
생각나는 한국음식**

**몽골인들이 먹고  
싶은 한국음식**





*If there is today, there will be tomorrow.*

*O.neul' I think we need to put our heart into the food we eat, so I thought about a food culture that we can eat well today.*

**오늘이 있어야 내일도 있습니다.**

**O.neul' 먹는 먹거리를 위해 진심을 다해야 한다고 생각  
하여 오늘 잘 먹을 수 있는 먹거리문화를 고민하였습니다.**



‘O.neul’ A company faithful to food,

...



Өнөөдрийн хоол

**O.NEUL**

**오늘**

‘O.neul’ A company **faithful** to food,

‘O.neul’ 식품에 **충실**한 회사,



Өнөөдрийн хоол

**O.NEUL**

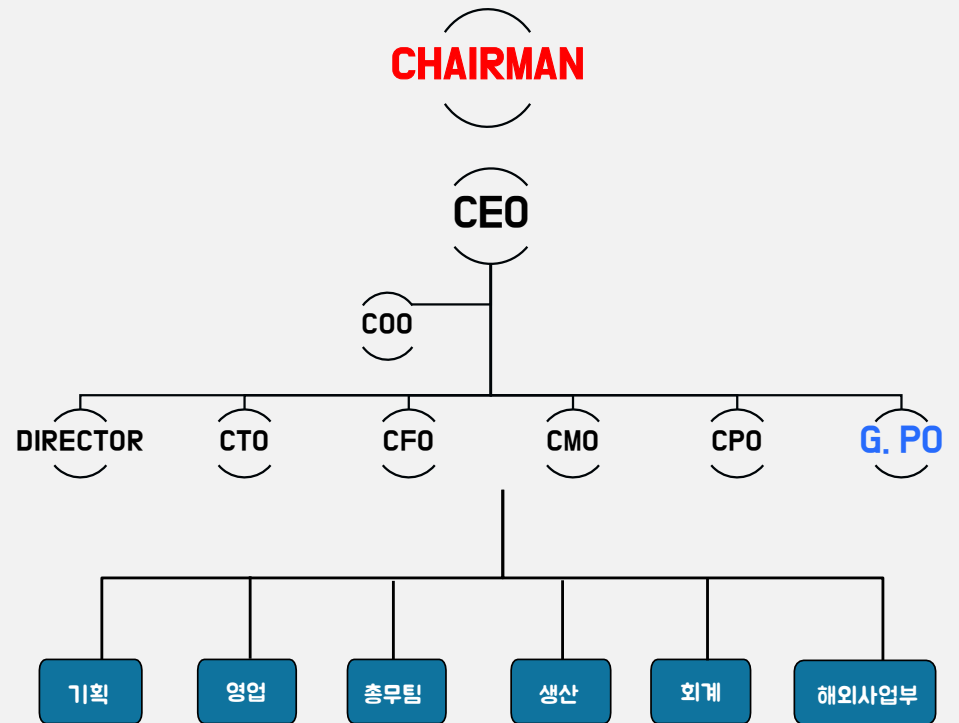
**오늘**

# Company Outline



Corporate operating system/  
Mongolian and Korean corporations in operation

# Company Outline



Internal Organization Chart / Mongolia and Korea Corporation Operating System.  
After establishing a global sourcing channel through **G.PO**, it is in operation  
(\*Cost Competition)

# COMPANY MESSAGE

## Transparent and fair management based on justice and morality

INJUNG GROUP LLC has achieved remarkable growth every year in the private and public sectors under the management philosophy of serving humanity, respecting humanity, and creating the future. Based on debt-free management, as a competitive excellent company with growth potential, profitability, and stability, we are doing our best to actively respond to the recent rapidly changing business environment and grow into a leading excellent company through talent development, new technology development, and knowledge management. Our executives and employees promise to always promote transparent and fair management based on justice and morality and a corporate culture of flexible thinking and action, and to become an exemplary company and to fulfill infinite responsibility for our customers.



CHAIRMAN

정 인 조 JUNG IN JO

A stylized handwritten signature in black ink, appearing to be '정인조'.



CEO

박 유 미 PARK YU MI

A stylized handwritten signature in black ink, appearing to be '박유미'.

# COMPANY MESSAGE

## 정의와 도덕성을 바탕으로 투명하고 공정한 정도경영

INJUNG GROUP LLC는 인류봉사, 인간존중, 미래창조의 경영이념 아래

민간부문과 공공부문에서 매년 괄목할 만한 성장을 거듭하고 있습니다.

무차입 경영을 기반으로 성장성, 수익성, 안정성부문등

경쟁력 있는 우량기업으로서 최근의 급변하는 기업환경에 적극 대처하고

선도적인 우수기업으로 성장하기 위해

인재육성, 신기술개발, 지식경영에 최선의 노력을 다하고 있습니다.

저희 임직원은 언제나 정의와 도덕성을 바탕으로 투명하고 공정한 정도경영과

유연한 사고와 행동지향의 사풍을 진작시켜, 모범적인 기업을 이루고

고객에 대한 무한책임을 다 할 것을 약속드립니다.



의 장

정 인 조 JUNG IN JO



대표이사

박 유 미 PARK YU MI

**"First of all! Why are you doing this?"**

**"우선! 이 것을 왜 하나요?"**



**We don't sell food,  
we sell culture and trends.**

**음식을 팔지 않고 문화와 트렌드를 팝니다.**

To create a **culture**  
that accompanies the system.

시스템이 동반된 **문화**를 만들기 위해서입니다.

# About Company Think

Food is **culture**.

Ideas and experiences come together to  
**create culture.**

**ACT for culture.**



# About Company Think

음식은 **문화**입니다.

아이디어와 경험이 모여 **문화를 만듭니다.**

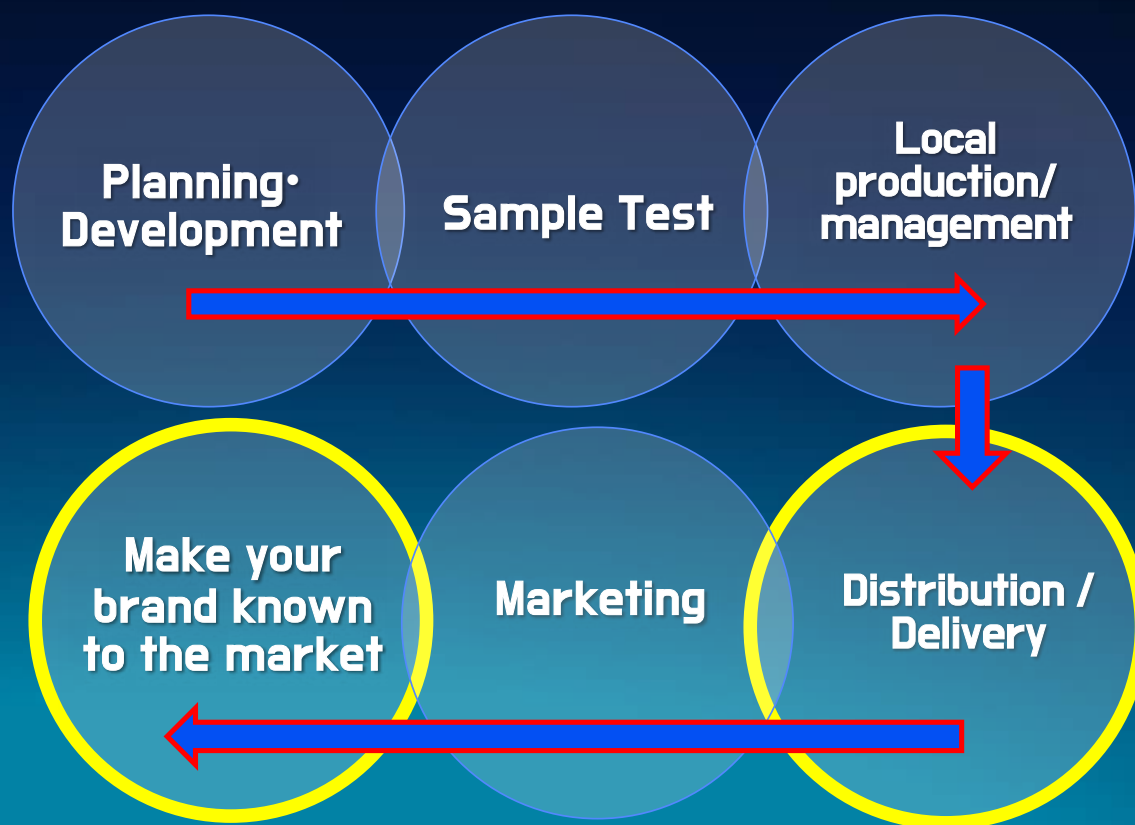
**문화를 위해 ACT(행동)를 합니다.**



**"I'll do it like this"**

**“이렇게 할 겁니다”**

# INJUNG GROUP System - 1. Localization, KOREAN MADE



*( DPQP: Develop+ Production +QC + Promotion)*

*\* We help you enter the market by not only manufacturing but also promoting your own products.*

# 인정그룹 System - 1. 현지화, KOREAN MADE



( DPQP: Develop+ Production 생산 +QC 품질관리 + Promotion 홍보 )  
\* 만들기만 하는 것이 아닌 자체 제품 홍보를 통해 시장 진입에 힘을 함께 보탠다.

## **INJUNG GROUP System - 2. ALL IN ONE SYSTEM**



## 인정그룹 System - 2. ALL IN ONE SYSTEM

기획/  
마케팅

꾸준한  
원료  
공급망  
형성

현지  
생산화

유통  
관리

# INJUNG GROUP System - 3. ALL IN ONE SYSTEM



기획/  
마케팅

\* Promotion focused on video online and offline marketing through collaboration with local governments

1. Revitalizing exports and the local economy through collaboration with local governments

2. Creating jobs through this

3. Beyond Korea, promoting unique regions of Korea  
(possible to promote tourism)

- Mongolia's love for Korea leads to tourism.
- Tourism product linkage is possible due to the increase in tourists between the two countries every year

4. Donation from the INJUNG GROUP

# 인정그룹 System - 3. ALL IN ONE SYSTEM



기획/  
마케팅

\* 지자체와의 협업을 통한 영상 온.오프라인 마케팅을 위주로 한 홍보

1. 지자체 협업을 통해 수출 및 지역경제 살리기
2. 그로 인한 일자리 창출
3. 한국을 넘어 **한국의 고유의 지역 홍보**(관광홍보까지 가능)
  - 몽골의 한국사랑은 관광으로 연결이 됩니다.
  - 매년 양국간의 관광객 증가로 관광상품 연계가 가능
4. 인정나눔그룹의 도네이션

**"Again, this is a culture  
supported by branding and trends."**

**“다시 말씀드리지만 브랜딩과 트렌디가  
뒷받침 된**

**문화입니다.”**

# **‘K FOOD TOWN’**

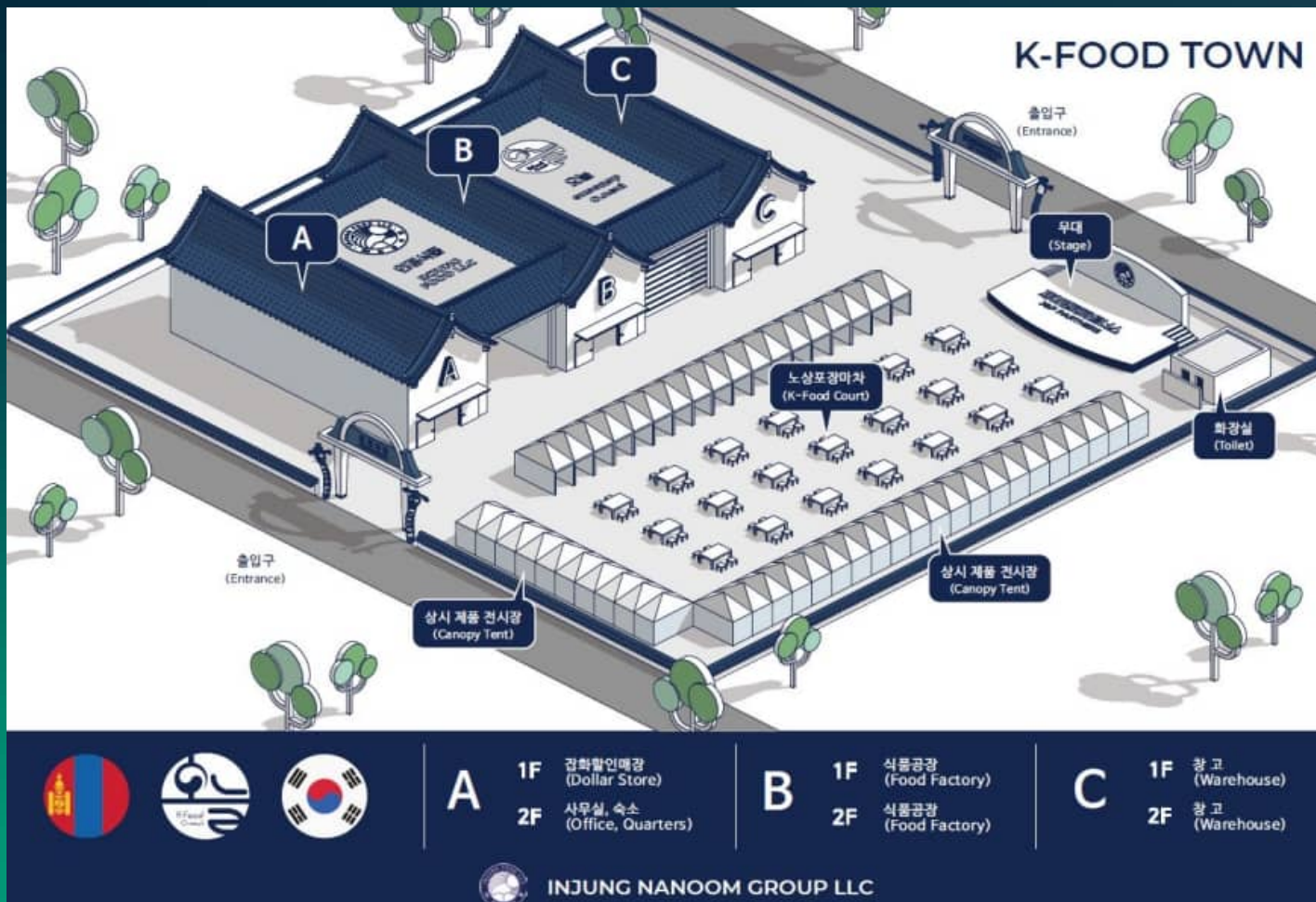
**A lot of things are contained and created in this.**

**This is the culture and memories that the system will soon create.**

# ‘K FOOD TOWN’

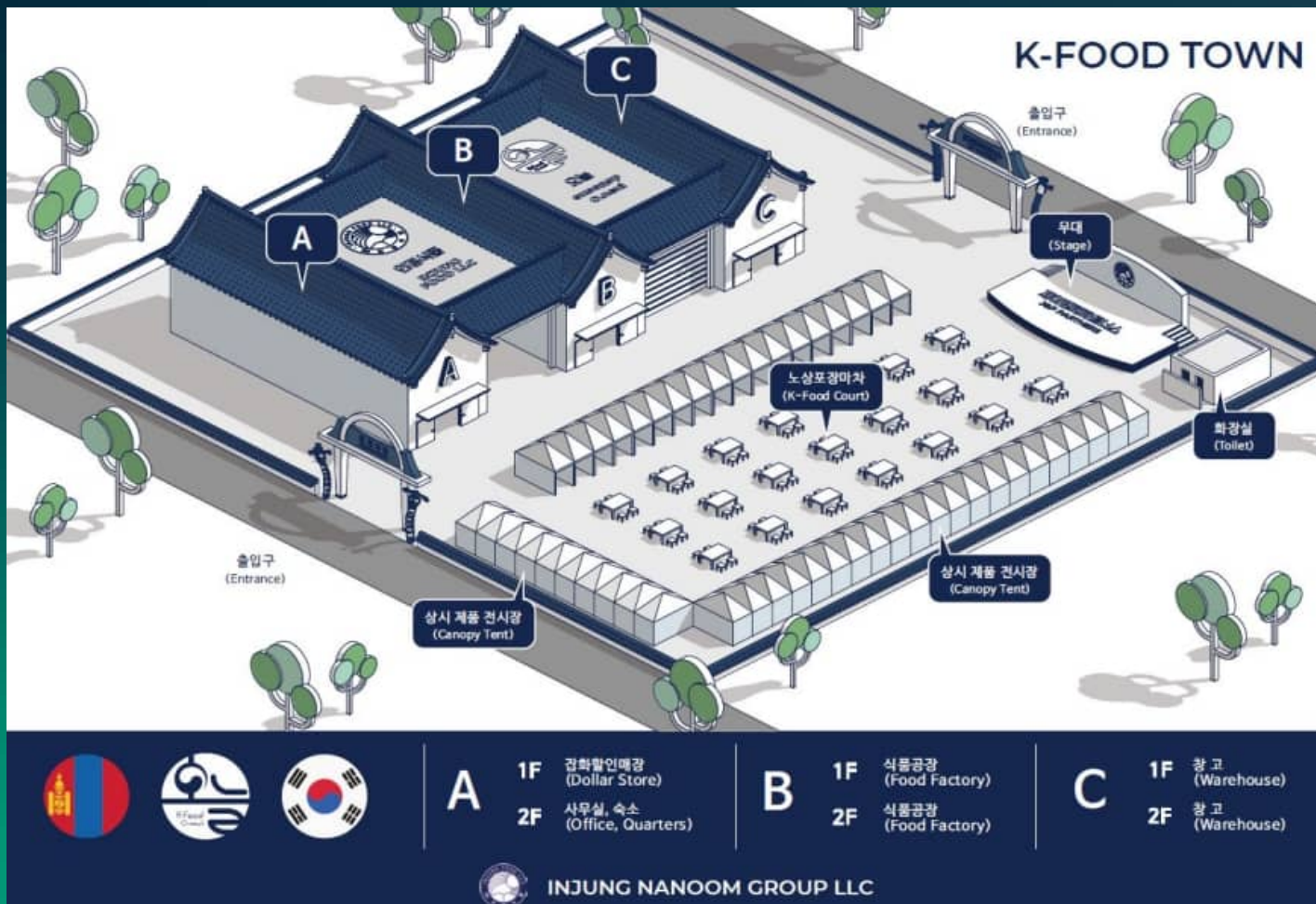
이 안에서 많은 것이 담기고 만들어 집니다.  
이것은 곧, 시스템이 만들어 낼 문화와 추억입니다.

# INJUNG GROUP System = Culture, 'K-FOOD TOWN'



- Expanding K-FOOD culture to CIS countries starting with Mongolia

# 인정그룹 System = 문화, 'K-FOOD TOWN'



- 몽골을 시작으로  
CIS국가  
K-FOOD  
문화 확대

**"Product information to be provided"**

**“진행할 제품 안내”**

# 'Food Menu'

Өнөөдрийн хоол

***O.NEUL***

오늘

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# Food product

## 식품군



**Rice**  
쌀

Өнөөдрийн хоол

**\*unit: 5, 10, 20, 25kg / Bulk orders available**



**Rice**  
쌀

Өнөөдрийн хоол

**\*단위: 5, 10, 20kg / 대량 주문 가능**



# Kimchi - Cabbage Kimchi

A close-up photograph of a bowl of turnip kimchi. The dish features long, pale green turnip stalks and dark green leafy vegetables, all coated in a vibrant red chili sauce. Small pieces of red chili and other seasonings are visible throughout the mixture. The text "Kimchi - Turnip Kimchi" is overlaid in the center in a large, white, sans-serif font.

# Kimchi - Turnip Kimchi



# Kimchi- Radish Kimchi



**Korea Kimchi**

한국 김치

Өнөөдрийн хоол

**\* Bulk orders available**



## Korea Kimchi

한국 김치

Өнөөдрийн хоол

**\*대량 주문 가능**



# Korea Kimchi

한국 김치

Өнөөдрийн хоол

**\* Bulk orders available**



# Korea Kimchi

한국 김치

Өнөөдрийн хоол

**\*대량 주문 가능**



**Side dish**

한국 반찬

Өнөөдрийн хоол

**\* Bulk orders available**



**Side dish**

한국 반찬

Өнөөдрийн хоол

**\*대량 주문 가능**



: Radish salad, garlic shoots & shrimp, pickled radish, sweet potato stems, seaweed stems

**'Side dish :  
stir-fried food'**



: Potatoes, braised beef,  
quail eggs, fish cake, lotus  
root

'Side dishes :  
stir-fried &  
stewed dishes'



<https://naver.com/w30tj54>  
스타일 로즈의 건강밥

Stir-fried mackerel kimchi, stir-fried  
pumpkin and vegetables, stir-fried  
mushrooms and vegetables, braised tofu,  
stir-fried squid

'Side dishes :  
etc



Spinach salad, braised perilla leaves,  
pickled radish, pickled onions, bean  
sprout salad, stir-fried anchovies

'Side dishes :  
etc'



: Radish, cucumber, radish kimchi. Squid jeotgal, octopus jeotgal

**'Side dishes :  
Pickled vegetables &  
pickled vegetables &  
salted seafood''**





**Daily menu**  
**Lunch**  
도시락  
Өнөөдрийн хоол

**\* Bulk orders available**



**Daily menu**  
**Lunch**  
 도시락  
 Өнөөдрийн хоол

**\*대량 주문 가능**

# Daily menu lunch

- Monthly Meal Plan Sample  
Өнөөдрийн хоол

© Menu : White rice + spicy chicken stew

© Side dish:

Kimchi, laver, egg roll / spinach / braised beef.  
croaker (small), stir-fried potato strips



# Main Menu : 200g white rice + spicy stir-fried chicken



© Side dish: Kimchi, laver, egg roll / spinach / braised beef. croaker (small), stir-fried potato strips

Kimchi



egg roll



laver



spinach



braised beef



croaker (small)



stir-fried potato strips



# Main Menu : 닭도리탕 + 흰밥

© Side dish: 총각김치, 계란말이, 김 / 시금치 / 무채김치, 제육볶음, 연근조림 / 디저트: 요구르트



총각김치



계란말이



김



시금치



무채김치



제육볶음



연근조림



\*요구르트



**Lunch**  
예시 도시락  
Өнөөдрийн хоол



## Fish cake\_ store sale

Fish cake and dumplings \_ sold in stores  
(distribution including installation of baht)

**Өнөөдрийн хоол**

**\* Shop-in-shop and franchise business available**



## Fish cake\_ store sale

어묵과 완자 \_ 매장판매  
(바트 설치 포함 유통)

Өнөөдрийн хоол

**\*삽인삽 및 가맹사업 가능**



**Pyeo gamjatang**  
뼈감자탕

Өнөөдрийн хоол

**\* Franchise Menu**



**Pyeo gamjatang**  
뼈감자탕

Өнөөдрийн хоол

**\* Franchise Menu**



**Pyeo haejangu**  
뼈해장국

Өнөөдрийн хоол

**\* Franchise Menu**



**Pyeo haejangu**  
뽕해장국

Өнөөдрийн хоол

**\* Franchise Menu**



**Yukgaejang**  
육개장

Өнөөдрийн хоол

**\* Franchise Menu**



**Yukgaejang**  
육개장

Өнөөдрийн хоол

**\* Franchise Menu**



**Dalgdolittang**  
닭도리탕

Өнөөдрийн хоол

**\* Franchise Menu**



**Dalgdolittang**  
닭도리탕

Өнөөдрийн хоол

**\* Franchise Menu**

Dumpling 만두 Өнөөдрийн хоол. /

**\*Bulk orders**





**Smoked duck 훈제오리**    Өнөөдрийн хоол   /   **\*Bulk orders**

**\*For reference, all meat products can be smoked (except goat and salmon).)**

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# Delivery

## 배 송 형 태



**Delivery**  
 배송  
 Өнөөдрийн хоол



**Delivery**  
**배송**  
**Өнөөдрийн хоол**



**Delivery**  
배송  
Өнөөдрийн хоол



**Delivery  
-Restaurant Mart**

배송-식당마트

Өнөөдрийн хоол

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# Q&A

‘O.neul’ A company **faithful** to food,

‘O.neul’ 식품에 **충실한** 회사,



‘O.neul’ A company that **creates** food culture.

‘O.neul’ 식품 **문화**를 만드는 회사.



Өнөөдрийн хоол

**O.NEUL**

**오늘**

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THANK YOU