

G I M G A N E

**It's your taste**

# **CHANGED GIMGANE**

**COMPANY INTRODUCTION**

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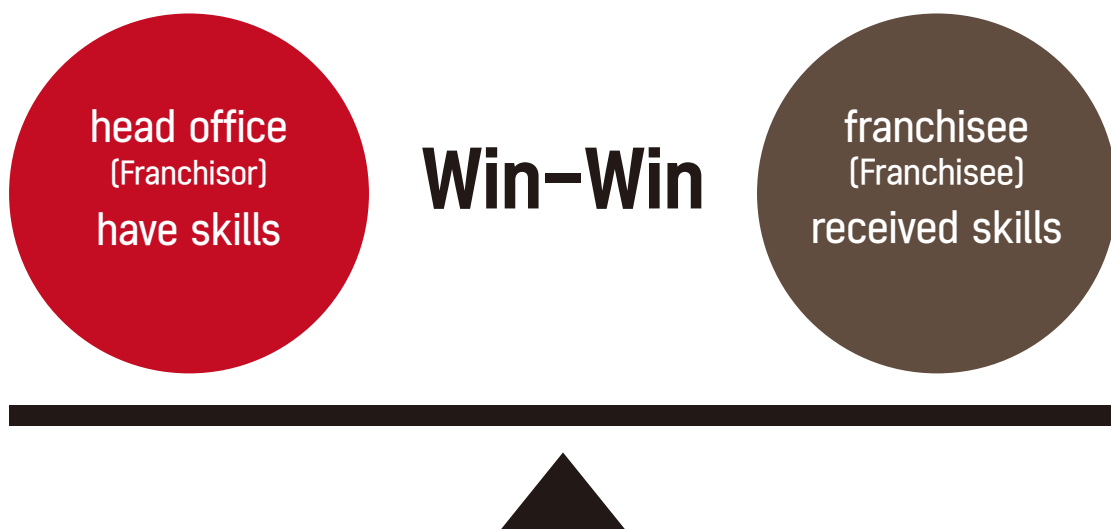
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## Q. what about franchises?

A system in which a manufacturer or seller with a business name, patent trademark, or technology enters into a contract with a retail store based on mutual benefit.





ceo chairman

- corporation gimgane ceo chairman
- incorporated association franchise association honorary chairman
- incorporated association franchise association chairman
- small business honorary new knowledge award
- small business chief executive procedure

**“ With keen judgment toward the goal like a tiger's eyes,  
Like the gait of a bull, without hastiness and with dignity  
Move forward toward your set goal! ”**

Contribute to the development of the Korean franchise industry,  
In addition, we will become Kimgane Co., Ltd., which promotes the status of Korean franchise companies throughout the world.

To build a luxury restaurant brand that customers can trust and that customers return to again and again. We plan to strive to globalize the Kimgane brand through principled management. Management that adheres to principles means providing customers with more delicious menus, This means rewarding with better service and doing our best to manage franchisees to achieve this. In order to maintain and grow a company in a changing corporate environment, We believe that brand power is formed through strategies that can be developed within the company. Based on this, we will strive to promote the excellence of Korean food to the world.



C93 M88 Y89 K80  
R4 G0 B0

C20 M100 Y100 K0  
R210 G0 B27

### Sincere food

Gimgane's 'Ga' is a Chinese character meaning 'home'.

This means that we will serve our customers with the same motherly, home-cooked taste.

### Confidence

Gimgane's 'gim' represents the brand character of a kimbap specialty store. It contains the comprehensive meaning of making food under the name of the founder, Chairman Kim Yong-man.

### Friendliness

Gimgane's 'ga' is changed from Chinese character to Hangeul, so it can be used by people of all ages and genders. This implies that we will approach the brand as a friendly brand that can be easily and conveniently used by people of all ages.

### Trust in customers

Gimgane's 'ne' is a suffix that adds the meaning of the group to which the person belongs. It implicitly symbolizes the spirit of trust that franchise stores have toward their customers.



**Introduction** 1992~1998

- 1992  
Daehak-ro main branch opened
- 1996  
Start a franchise business
- 1998  
Branch establishment
- 1998  
Cumulative 60th store opened

**Growing up** 1999~2006

- 1999  
Franchise awards
- 2000  
Cumulative 150th store opened
- 2004  
Office building completed
- 2006  
Establishment of a corporation  
Cumulative 300th store opened



**Maturity** 2007~2012

- 2007  
Management innovation small business
- 2008  
New brand launch
- 2009  
ISO9001 obtain a certificate
- 2012  
Cumulative 400th store opened

**재도약기** 2013~

- 2013  
Industry and Energy Minister's Award  
Master Franchise Agreement [china]
- 2012  
20th anniversary
- 2016  
Cumulative 500th store opened
- 2017  
25th anniversary
- 2018  
Logistics center completed
- 2020  
HMR launching
- 2021  
Launch of live commerce broadcast
- 2022  
30th anniversary

Full of warmth at 36.5°C every day, 365 days a year.  
Gimgane's promise!

■ Truth

**precious new rice**

New rice from the Chungcheong region retains moisture. It's soft and tasty, and the raw rice itself is chewy. It tastes delicious. In our land with mountains and clear water gimgane cooks rice with the rice we grow.



■ Healthy

**high-quality seaweed**

The waves in the southern coastal area are calm and influenced by river water. It is beneficial for seaweed farming as the water temperature is suitable. The taste of crispy seaweed cooked with care is unlike any other food. It matches well and gives a more savory flavor.



■ Viridity

**clean eggs**

Clean eggs that do not contain antibiotics such as elasticizers or coloring agents to prevent the yolk from loosening. Kimgane, which embodies the honest taste of nature, supplies only fresh eggs.





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■ Fragrant

**thick sesame oil**

Sesame oil made using only 100% sesame seeds has a stronger aroma and taste through a low-temperature roasting process. Rich sesame oil enhances the taste of various types of Kimjange food. Makes it richer.



■ Fresh

**special fish cake**

Special fish cake made using only high-quality fish meat in Busan, the home of fish cake. Because it is caught in the coastal sea, it is fresher and has a higher fish meat content than fish cakes from other regions, so it has a better texture and is more chewy.



## Convenient logistics system

In addition to producing our own cooking products, we are also the best in the industry to maintain the freshness of ingredients. By establishing a logistics system, we have introduced a one-pack system to simplify cooking and provide semi-cooked and finished products. We supply fresh food ingredients to our franchisees every day through a nationwide logistics distribution system.





In-house production of kimbap ingredients/sauce through the supply of one-pack products, franchisees  
Realization of standardization, simplification, and specialization.



# 김밥



**와사비크래미김밥**  
5,500  
Wasabi Crab Meat Gimbap  
와사비크래미김밥  
わさびかにまぐろ巻き



**치즈치킨김밥**  
5,500  
Cheese Chicken Gimbap  
치즈치킨김밥  
チーズとチキン巻き



**에그스팸김밥**  
5,500  
Egg Spam Gimbap  
에그스팸김밥  
エッグ&スパム巻き



**돈까스롤**  
5,500  
Pork Cutlet Roll  
돈까스롤  
とんかつロール



**통새우롤**  
5,500  
Whole Shrimp Roll  
통새우롤  
とんこロール

# 분식



**라볶이**  
6,500  
Fried Ramen & Tteokbokki  
라볶이  
ラーメンとトッポッキ



**쌀떡볶이**  
5,500  
Rice Tteokbokki + Mozzarella Cheese  
쌀떡볶이 + 모짜렐라치즈  
もちとトッポッキ + モzzarellaチーズ



**철판치즈불닭쫄면**  
8,500  
Hotplate Cheese & Spicy Chicken with Chewy Noodles  
철판치즈불닭쫄면  
鉄板チーズブルダック(濃厚)とジョルムン麺



**떡만두국** (김치소만두)  
7,500  
Rice Cake & Kimchi dumplings Soup  
떡만두국 (김치소만두)  
もちと餃子湯 (唐辛子餃子)



**냉소바**  
7,500  
Cold Soba Noodles  
냉소바  
日式蕎麦冷麺  
冷麺そば



**군만두**  
6,000  
Fried Dumplings  
군만두  
鍋焼マントウ(餃子)



**모듬튀김**  
6,000  
Assorted Tempura  
모듬튀김  
天ぷら(天婦羅)盛り合わせ



**갈비만두**  
5,500  
Rib Dumplings  
갈비만두  
カルビ餃子



**치즈돈까스**  
9,500  
Pork cutlet with Cheese  
치즈돈까스  
チーズととんかつ



**등심돈까스**  
8,500  
Pork Cutlet  
등심돈까스  
ロースとんかつ

# 밥



**김치가츠동**  
8,500  
Kimchi Katsudon  
김치가츠동  
辛みかつ丼



**제육덮밥**  
8,000  
Spicy Stir-fried Pork with Rice  
제육덮밥  
辛コク(豚肉)の甘辛炒め丼



**닭갈비덮밥**  
8,000  
Spicy Stir-fried Chicken with Rice  
닭갈비덮밥  
辛炒め丼



**철판낙지덮밥**  
8,000  
Spicy Hotplate Octopus with Rice  
철판낙지덮밥  
鉄板辛炒め丼



**커리덮밥**  
8,000  
Curry sauce with Rice + Fried Chicken/Fried Shrimp/Pork Cutlet  
커리덮밥  
カツカレー丼+揚げ鶏/揚げ魚/揚げ肉(ロース)と



**철판치즈김치볶음밥**  
9,000  
Kimchi Cheese Pan-fried Rice  
철판치즈김치볶음밥  
鉄板チーズチマキ炒飯



**스팸김치볶음밥**  
8,000  
Spam & Kimchi Fried Rice  
스팸김치볶음밥  
スパムとキムチチマキ炒飯



**새우볶음밥**  
8,000  
Shrimp Fried Rice  
새우볶음밥  
エビチマキ炒飯



**통삼겹김치찌찜**  
9,500  
Braised Kimchi with Pork Belly  
통삼겹김치찌찜  
サム子と辛炒め入りキムチとサム



**순두부찌개**  
8,500  
Spicy Soft Tofu Stew  
순두부찌개  
おろし豆腐鍋



**더블치즈김밥**  
4,900  
Double Cheese Gimbab  
双奶芝士卷  
ダブルチーズ巻き



**소고기김밥**  
4,900  
Beef Gimbab  
牛肉芝士卷  
牛肉入りの巻き



**멸추김밥**  
4,900  
Spicy Anchovy Gimbab  
辣魚卵芝士卷  
唐辛子・鰹魚子の巻き



**참치김밥**  
4,900  
Tuna Gimbab  
金槍魚芝士卷  
ツナ巻き



**김가네김밥**  
3,900  
Gingane Gimbab  
芝麻家的り巻き  
金家巻巻き



**졸면**  
6,500  
Spicy Cold Chewy Noodles  
劲面  
辛だれ太麺



**라면**  
4,500  
Ramen +  
Rice Cake/Dumpling/Cheddar Cheese  
有便面・年糕/饺子/切达芝士  
ラーメン・餡/マンドウ/チeddarチーズ



**튀김우동**  
7,500  
Fried Shrimp/Fried Vegetable Udon  
炸虾乌冬面/炸蔬菜乌冬面  
エビ天ぷらうどん・野菜天ぷらうどん



**유부우동**  
6,500  
Fried Tofu Udon  
豆腐面  
うどん



**모듬오뎅**  
6,500  
Assorted Fish Cake  
什锦鱼糕  
オムツクリ焼の盛り合わせ



**김치말이국수**  
7,500  
Cold Kimchi Noodles  
辛骨冷面  
キムチマリアグス(キムチスープ入り)



**물냉면**  
7,500  
Chilled Buckwheat Noodles  
水冷面  
水冷麺



**비빔냉면**  
7,500  
Spicy Mixed Buckwheat Noodles  
辣拌冷面  
辛味ビビン麺

대한민국  
최고의 김밥·분식  
SINCE 1992



**소불고기덮밥**  
8,000  
Bulgogi with Rice  
牛肉盖饭  
ブルゴキ丼



**치킨마요덮밥**  
6,500  
Chicken mayonaisse with Rice  
雞蓋飯  
チキンマヨ丼



**김치불고기돌솥밥**  
6,800  
Kimchi Bulgogi  
Hot Stone Pot Rice  
辛食辣牛肉石鍋飯  
キムチ&ブルゴキ石鍋飯



**스팸옛날도시락**  
6,500  
Old-style Spam Lunchbox  
午餐肉老壽飯  
スパム飯



**오므라이스**  
8,000  
Omelet with Fried Rice  
煎蛋卷飯  
オムライス



**부대찌개**  
8,500  
Sausage Stew  
火腿燉湯  
ブチケ

家 김가네

STEP  
01

### **Franchise consultation**

Headquarters visit, phone and internet consultation, guidance on opening procedures and recommendation of commercial area in desired area. Consultation on inspection precautions when investigating commercial districts and locations.

STEP  
02

### **Commercial area research, store development**

Utilizing nationwide commercial distribution map and scientific data, conducting local commercial and store location surveys, competitor surveys, predicting future commercial changes and inspecting store licenses.

STEP  
03

### **Commercial evaluation**

Check estimated profit and loss calculation (B.E.P) analyze net profit and investment feasibility. Location analysis and decision.

STEP  
04

### **Store contract**

Thorough preliminary inspection of permits and permits prior to contract. Provision of legal protection measures when entering into a store contract. Setting of normal license for each affiliated store

STEP  
05

### **Franchise contract, construction contract**

Discussion on opening plan (funding, schedule operation), professional interior construction (reasonable option type), determination of store type (lay-out)

STEP  
06

### **Training and post-opening support**

Implementation of training evaluation system, field-oriented training, store opening promotion support, sales analysis, supervisors in each field provide regular guidance, comprehensive guidance and evaluation, and company-wide advertising and public relations support.

### **R&D, Research and Development Center**

- Systematic menu management and menu testing through menu-specific quality control (QC) system
- Development of new menus and menu renewals that meet customer needs
- Equipped with various test equipment for brand and new product development
- Quarterly process improvement for quality improvement

### **CK, Central Kitchen**

- In-house production of over 40 types of sauces and over 20 types of semi-cooked products
- Hygienic product management through thorough inspection
- No artificial preservatives used in accordance with the same-day production and same-day delivery principle
- Set the shortest distribution period (minimum inventory operation)

### **SIT, Strategy Implementation Team**

- Same-day arrival and delivery of fresh foods (vegetables, fish and shellfish, etc.)
- Separate management of refrigerators and freezers according to product shape
- Installation of meat refrigerator
- Possibility to purchase large quantities of industrial products with high quality competitiveness through material warehouse

### **Supervisor, Menuvisor, Route manager**

- Provision of a systematic franchise operation manual
- Affiliates & sales management
- Customer service marketing training
- Complete cooking manual provided



## Support for improving franchise sales

01

### Marketing Support

- Vitalization of franchise sales through event promotions

02

### SV support

- Store support through dispatched work
- Analysis of causes of low sales

03

### Public Relations Support

- Advertising promotion
- Brand promotion through newspaper, viral, and PPL advertisements

04

### Menu development support

- Vitalizing sales through new menu development

05

### Promotional support

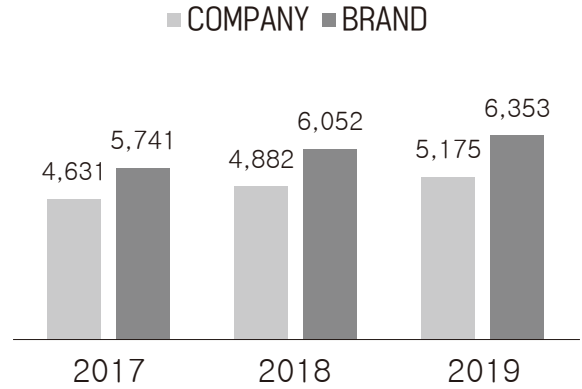
- LSM support
- Sales promotion and public relations support tailored to store conditions



### Start-up status



### Franchise Status

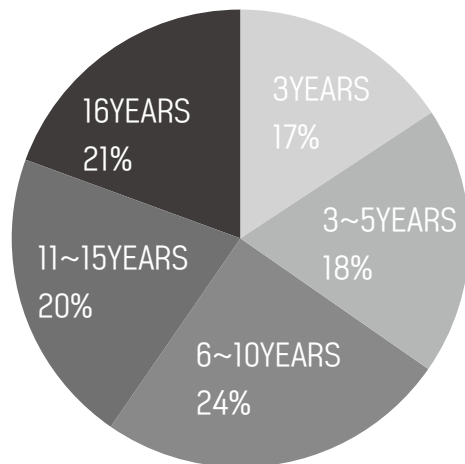


<Refer to affiliate industry presentation materials>

- The start-up market appears to be somewhat active, with more than 1.1 million people starting businesses each year. With more than 850,000 people out of business, the startup market is becoming unstable.
- In the case of franchises, the recent increase has been gradual, but the number of brands and companies continues to increase steadily. It is increasing, and as of the end of 2019, the number of franchise brands was calculated to be 6,353.

### Current status of GIMGANE

- Distribution of franchises operating for more than 5 years: 65%
- Average operating period of franchises: 9.7 years



- less than 3 years
- 3~ 5 years
- 5 ~10 years
- 10~15 years
- 16 years

menubook design

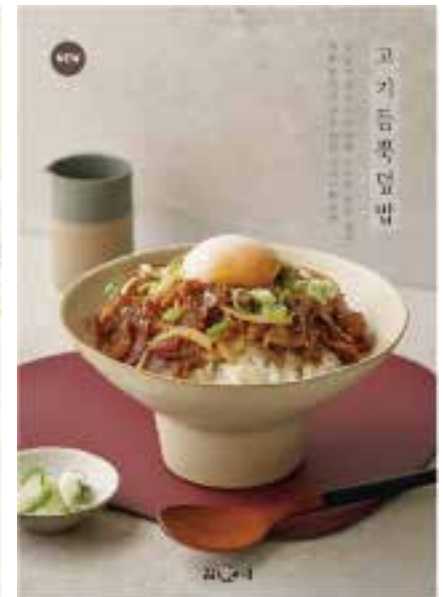
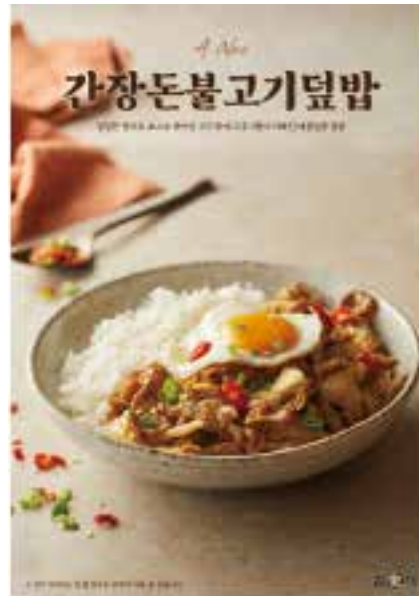
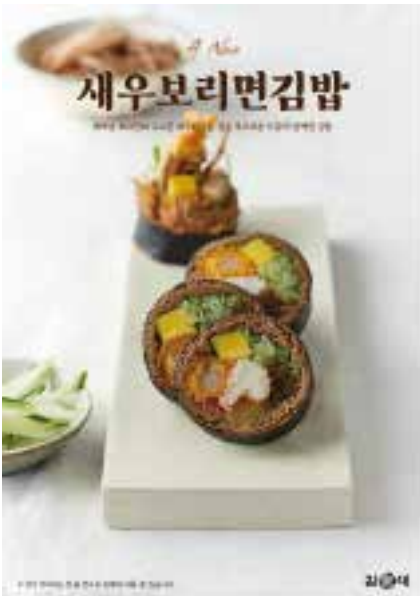
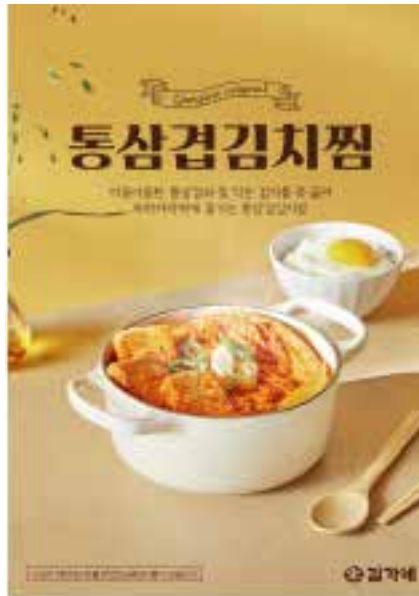


| 2021 MENUBOOK



| 2022 MENUBOOK

menu promotion poster



## Host a contest

'Gimgane Children's Contest' is a campaign to thank customers for their support and increase brand awareness. It has been implemented every year since 2014 to create happy memories for children, who are the leaders of the future. The winning works are provided in limited edition lunch box packages and viewing services through mobile exhibition halls.

### | contest poster



### | Limited edition lunch box package



## promotional posters and promotions

Promotional posters are planned and produced in various ways as a strategic promotional activity that takes advantage of gimgane's unique brand characteristics. We are continuously introducing products and strengthening the effect of raising brand awareness through participation in exhibitions every year.



2022 second half promotion poster



2022 first half promotion poster



2021 second half promotion poster



Live commerce broadcast



brand advertising video



30th anniversary brand advertising video

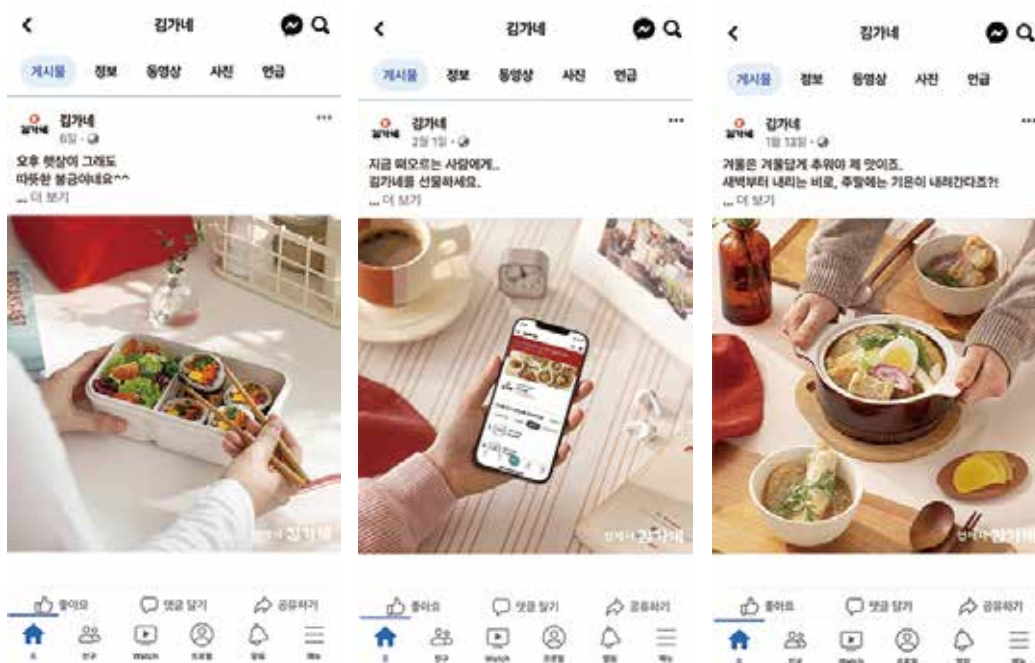
### SNS channel operation

gimgane's official SNS account aims to continuously enhance brand value. We are actively communicating with consumers in various ways through menu promotions and event promotions.

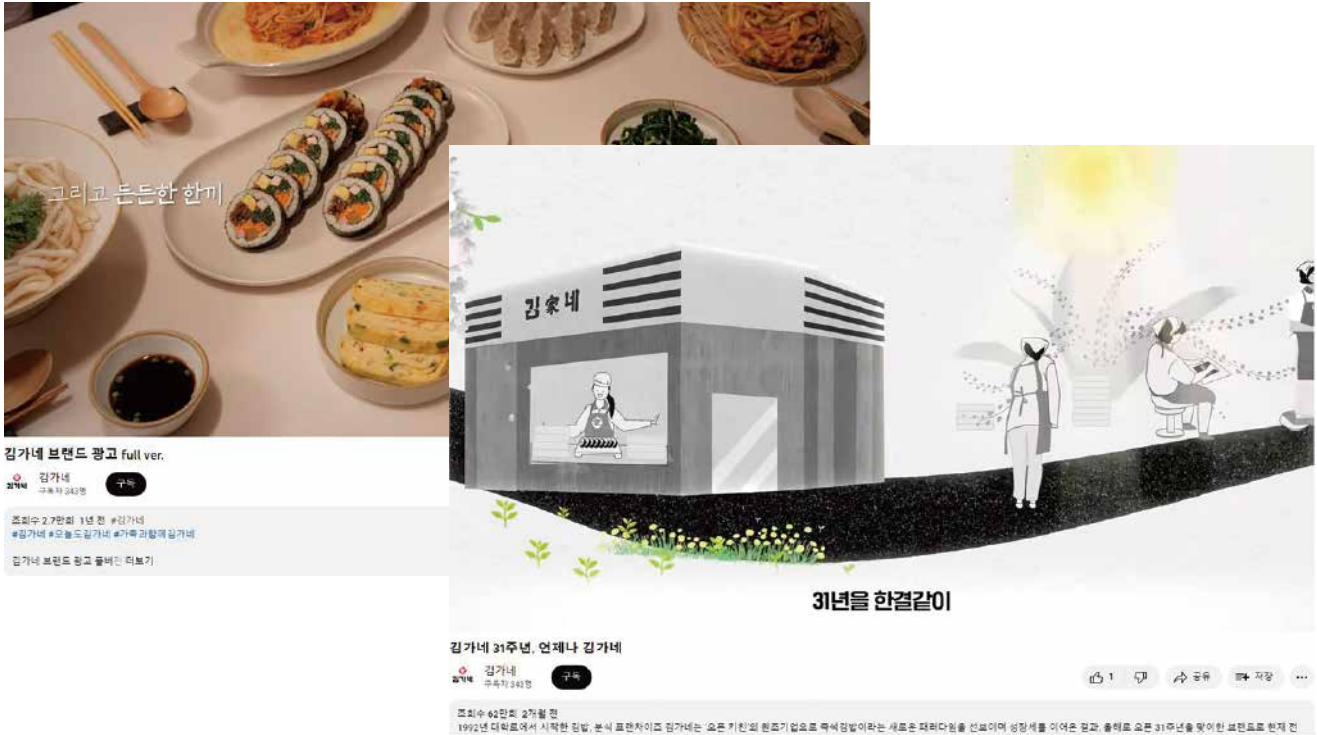
#### Instagram @gimgane\_official



#### Facebook facebook.com/gimgane7127



**Youtube** [youtube.com/channel/UCSoX0xvdMGNBHTMIRa\\_lxrg](https://youtube.com/channel/UCSoX0xvdMGNBHTMIRa_lxrg)



**Naver** [blog.naver.com/gimkong7127](https://blog.naver.com/gimkong7127)



# Store\_Exterior





Store\_Inside



## Store\_Inside





# Store\_Self system



# Store\_Kitchen



## Investment cost

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<b>division</b>	<b>Support details</b>	<b>amount</b>
Franchise fee	Trademark and service license know-how, Operational guidance, store opening support fees	7 million won
education expenses	Menu and operation (marketing, hospitality, etc.) training	3 million won
interior cost	2 million won per 3.3m <sup>2</sup>	30 million won
sign fee	Front signs and other signage	5 million won
facility fee	POS, topping table, kitchen facilities (large refrigerator, etc.), Chairs, tables, all furniture	28 million won
Contract performance deposit	Contract performance deposit (refunded upon expiration)	2 million won
<b>Total</b>		<b>75 million won</b>

※Costs for interior construction (water and sewer city gas, electricity expansion, ducts, heating and cooling, etc.) are added depending on the characteristics of the store.

※Costs may vary depending on store structure and region. (Individual consultation is required for details.)

家 김가네