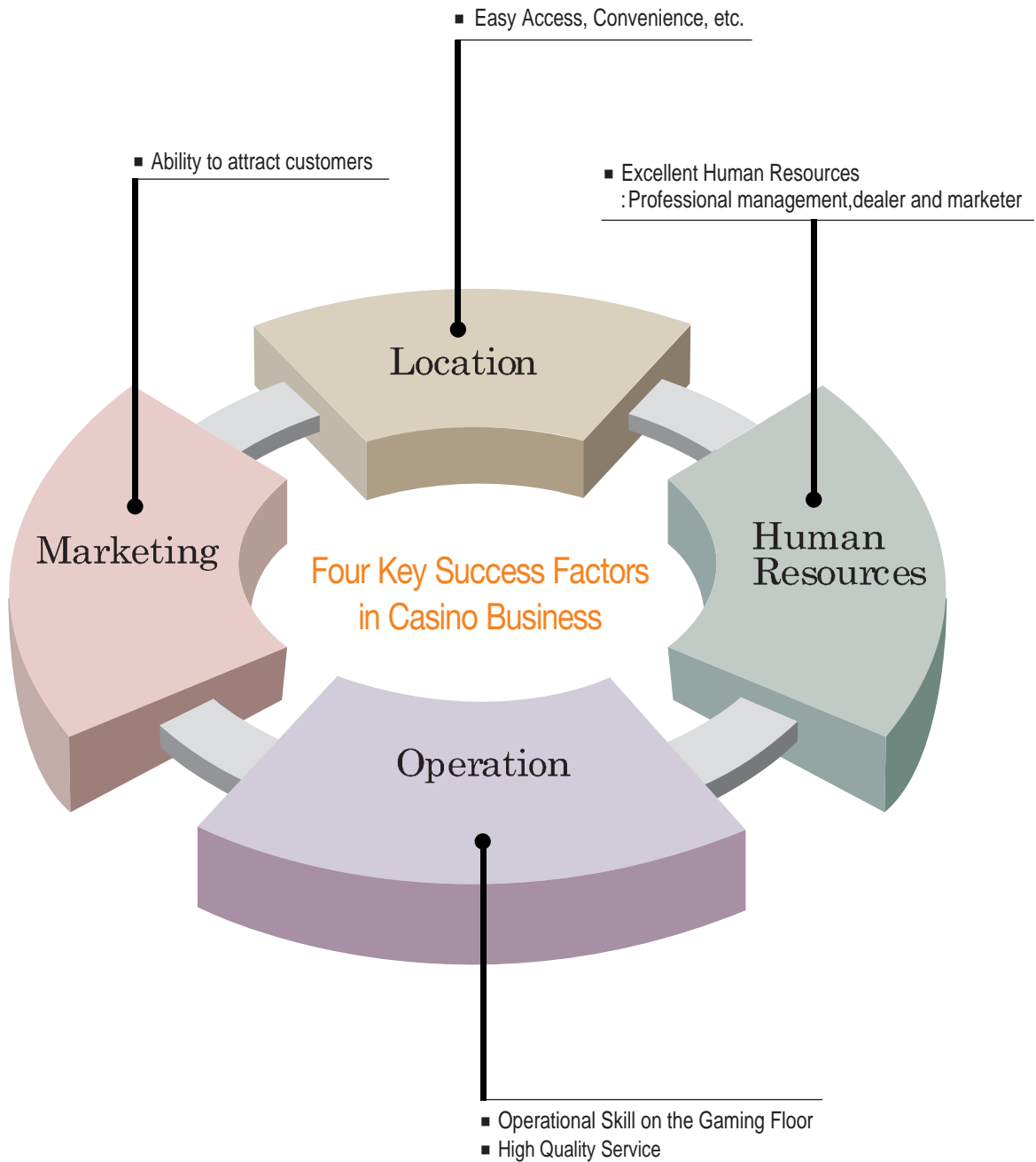


## ■ ■ Part3 Superior Competitiveness



## Key Success Factors in the Casino Business

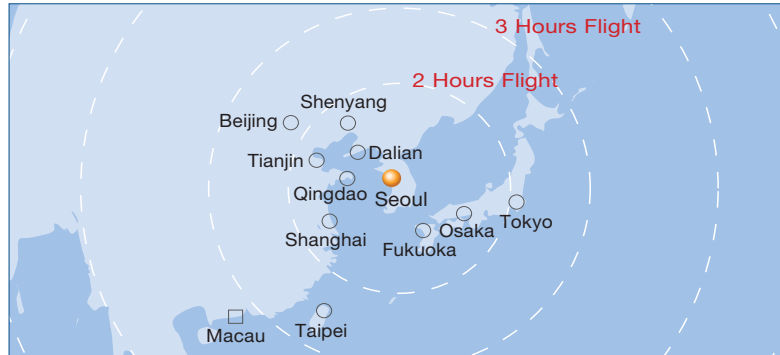
Essential Requisites : Location + Human Resources + Marketing + Operation



# Location

Geographically Favorable : Main customers from Japan and China

## Nearby Major Cities



- Generally, 4 hour flight distance ( radius of 3,000Km) for customers is regarded as the competitive location.
- 43 major cities with over 1 Mil residents within a radius of 3,000Km (including 18 cities with over 5 Mil. residents)
  - Japan :Tokyo, Osaka, Fukuoka
  - China : Beijing, Nanjing, Nandong, Dalian, Shanghai, Suzhou, Shenyang, Yantai, Ningbo, Wenzhou, Jinan, Tianjin, Qingdao, Hangzhou
  - Taiwan :Taipei

# Refined Marketing

Refined high-class on-the-spot personal marketing

## On-the-spot marketing

- Open 7 overseas Rep. Offices/Participate in exhibitions & events



## Marketer Distribution Chart

	Japan					
	Tokyo	Nagoya	Sendai	Osaka	Fukuoka	Hiroshima
Senior Marketer	4	2	1	2	1	1
Junior Marketer	9	3	2	4	3	2

	China				
	Beijing	Shenyang	Shanghai	Hong Kong	Taiwan
Senior Marketer	1	1	1	1	1
Junior Marketer	3	3	4		1

## Personal Marketing

- One on one marketing using overseas representative offices
- Tailor-made service

## CRM (Customer Relationship Management)

- Operation & Analysis based on IT
- Enhance customer loyalty

## Excellent Human Resources

Best quality human resources and training program in Korea

### Efficient Personnel Management

- **Skilled Manpower** - Average Longevity : 8 Years & 9 Months  
(Man : 11 Years & 7 Months, Woman : 5 Years & 7 Months)
- **Labor Satisfaction** - Systematic CDP (Career Development Program), Keep the best pay system, Superb working Conditions

### Own Training Facilities

- Open 'Paradise Casino Academy' to cultivate and maintain professional manpower



Paradise Casino Academy



Dealer Training



Language Instruction



Service Training



In-house service Training

## Efficient Gaming Floor Operation

Ongoing R&D, Introduce New Games, Build-up IT Infra

- **Introduce new games to meet customers' needs**
  - Caribbean Stud Poker, Three Card Poker, Three Card Bacarrat, Mystery Jackpot, various types of slotmachines etc
  - PIT realignment / Re - Modeling
- **Enhance customer service quality**
  - Apply SQI (Service Quality Index) co-developed with Korea Management Association Consulting
- **Evaluation system of customer's contribution**
  - Gather and analyze personal data using VIP card
  - Provide complimentary service according to contribution level
- **Self-Develop CMS (Casino Management System)**
  - Build-up IT Infra (Introduce C-ERP)
  - Remote operation and surveillance from headquarter



High-class refined facilities and atmosphere



Caribbean Stud Poker



Slotmachine