

# CMAU Consulting: Business Overview

## CONTACT

CMAU CONSULTING

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# Company Message

## **"Your Trusted Partner for Success in the Korean Market"**

CMAU Consulting is a premier boutique advisory firm dedicated to ensuring the successful entry and sustainable growth of international businesses in Korea.

We understand that navigating a new market requires more than just information—it demands high-level professionalism, deep local expertise, and a commitment to excellence. With a focus on delivering high-impact, data-driven solutions, we bridge the gap between your global vision and local reality.

Our mission is to empower you with the strategic clarity and objective insights needed to overcome challenges and seize opportunities.

At CMAU, we don't just provide advice; we drive measurable results, ensuring your business achieves market leadership and long-term success in Korea.

# Your Premier Strategic Partner for Successful Korean Market Entry



**Company :** CMAU CONSULTING

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**Founder & Consultant :** Doyeon Choi

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**Business :** Business Consulting Service

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**Service :** Market Research, Business Consulting

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**Web site :** [www.cmauconsulting.com](http://www.cmauconsulting.com)

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**Location** 11-41, Simin-daero 327beon-gil,  
 Dongan-gu, Anyang-si, Gyeonggi-do, Republic of Korea

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"CMAU is a specialized consultancy delivering bespoke, project-based solutions that precisely align with your unique market entry requirements."

"CMAU is your eyes and ears on the ground in Korea, providing high-fidelity intelligence through direct field verification."

# Business Area



## Market Entry Strategy

For: Global firms entering Korea  
Service: GTM Strategy & Local Operations  
Core Value: Risk Mitigation & Rapid Growth

## Market Research

For: Data-driven decision makers  
Service: Local Intelligence & Target Analysis  
Core Value: Strategic Clarity & Insight

## Local Operation

For: Firms seeking verified partners  
Service: Partner Matching & Site Inspection  
Core Value: Trust & Verified Presence

**Your Vision is  
Our Mission**

## Industry

- ✓ IT Industry: AI, Software, Solutions
- ✓ Automotive Industry
- ✓ Carbon Composites
- ✓ ESS, Energy Solutions

# Market Entry Strategy

Option 1.

**Market Readiness** 1

Option 2.

**Market Optimization** 2

Option 3.

**Customized Service** 3

\*. Flexible Scope of Work

Option 1. Market Readiness & Feasibility	Option 2. Market Optimization & Expansion	Option 3. Customized Local Execution
<p><b>For:</b> Companies at the initial stage of exploring Korean market potential.</p> <p><b>Service:</b> Market entry capability diagnosis and initial barrier analysis.</p> <p><b>Core Value:</b> Risk mitigation through objective feasibility assessment.</p> <p>*. <b>Flexible Scope of Work</b></p>	<p><b>For:</b> Companies already operating in the Korean market seeking optimized growth and expansion.</p> <p><b>Service:</b> Business model optimization, localization refinement, and market expansion strategy.</p> <p><b>Core Value:</b> Maximizing operational efficiency and scaling market presence.</p>	<p><b>For:</b> Companies requiring tailored entry support that aligns with specific industry standards.</p> <p><b>Service:</b> Industry-specific localization, addressing customized client requests, and field-based execution.</p> <p><b>Core Value:</b> Bespoke solutions that accommodate specialized needs for seamless market integration and performance.</p>
<p>Ad-hoc Project-based Short-term</p>	<p>Ad-hoc Project-based Mid-term</p>	<p>Ad-hoc Project-based On-demand Service</p>

# Market Research

Option 1.

**Preliminary Research** 1

Option 2.

**In-depth Research** 2

Option 3.

**Field Research** 3

\*. Flexible Scope of Work

<p><b>Option 1.</b></p> <p><b>Market Insight &amp; PEST Analysis</b></p>	<p><b>Option 2.</b></p> <p><b>In-depth Research</b></p>	<p><b>Option 3.</b></p> <p><b>Local Field Verification</b></p>
<p><b>For:</b> Firms needing a fundamental understanding of the Korean business environment.</p> <p><b>Service:</b> General market overview and PEST (Political, Economic, Social, Technological) analysis.</p> <p><b>Core Value:</b> High-level strategic clarity to identify initial market attractiveness.</p>	<p><b>For:</b> Firms analyzing specific industry ecosystems and competitor movements.</p> <p><b>Service:</b> Detailed value chain mapping, competitor profiling, and technology trend research.</p> <p><b>Core Value:</b> Actionable intelligence to differentiate from local and global incumbents</p>	<p><b>For:</b> Foreign firms requiring high-fidelity market intelligence and local verification without the need for physical travel to Korea.</p> <p><b>Service:</b> Comprehensive on-site inspections, visual evidence reporting (HD photo/video), and rigorous corporate due diligence to validate local partners.</p> <p><b>Core Value:</b> Enhanced decision-making confidence and risk mitigation through real-time, ground-level evidence and direct field sensing.</p>
<p>Ad-hoc Project-based Short-term</p>	<p>Ad-hoc Project-based Mid-term</p>	<p>Ad-hoc Project-based On-demand Service</p>

# Local Operation

Option 1.

**Office & Admin** **1**

Option 2.

**Local Coordination** **2**

Option 3.

**Field & Inspection** **3**

\*. Flexible Scope of Work

## Option 1. Local Presence & Representation

**For:** Firms needing a professional local entity and initial administrative foundation.

**Service:** Local representation services, dedicated office support, and Executive Personal Concierge

**Core Value:** Rapid establishment of a professional presence with seamless administrative management.

Ad-hoc Project-based  
Short-term

## Option 2. Strategic Partnership

**For:** Firms seeking to build and manage high-impact strategic alliances in Korea.

**Service:** Strategic Business Liaison (Cultural guidance & negotiation support) and mediating communication between HQ and local partners.

**Core Value:** Sustainable business continuity through professionalized network management and conflict resolution.

Ad-hoc Project-based  
Mid-term

## Option 3. Industry Cluster & Site Exploration

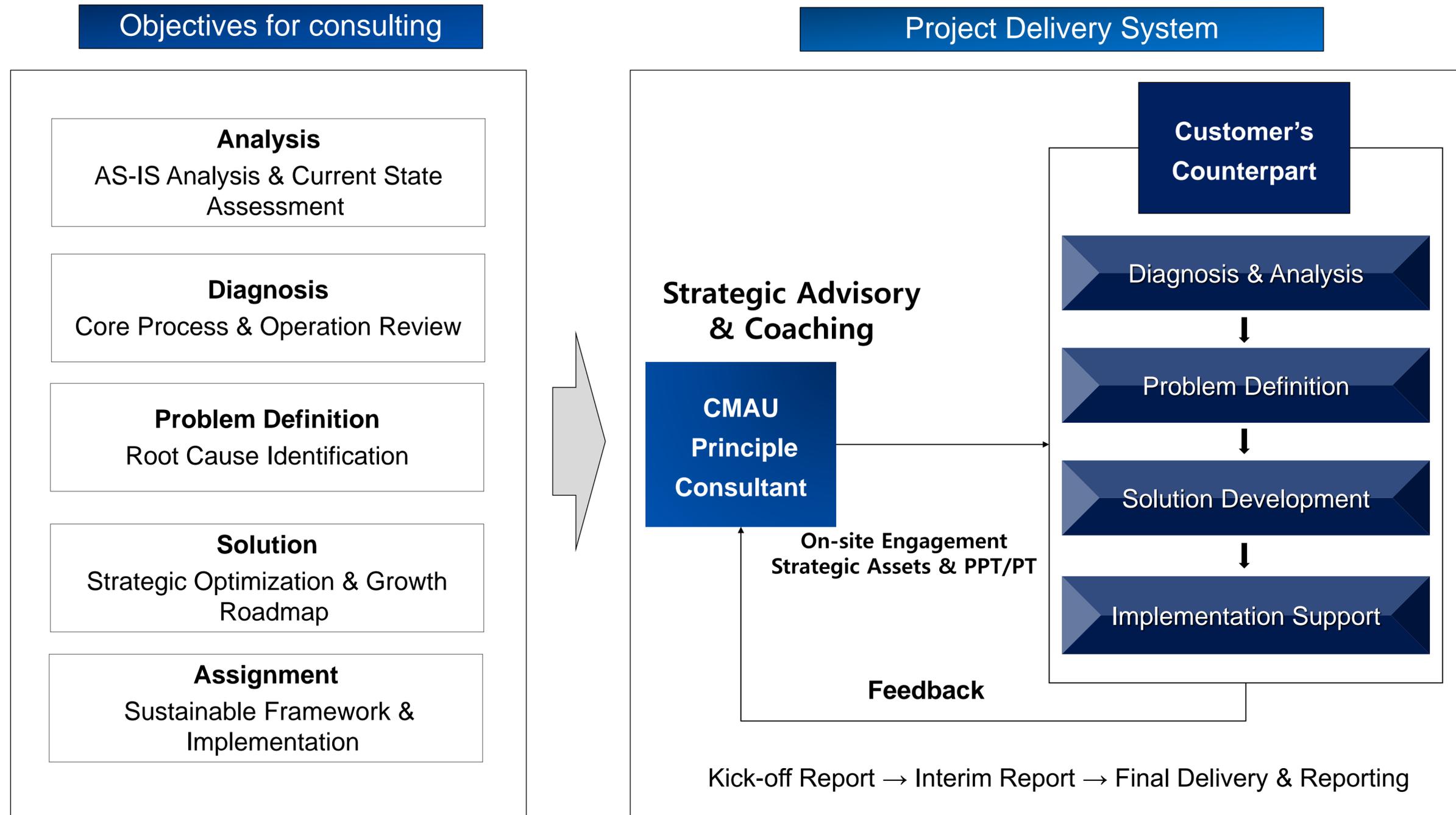
**For:** Firms requiring rigorous on-site validation and operational troubleshooting.

**Service:** Strategic Site Visits (Pangyo/Songdo hubs), On-site Problem Solving (Factory/warehouse inspection), and field-based risk sensing.

**Core Value:** Objective field-level intelligence and immediate intervention for operational stability.

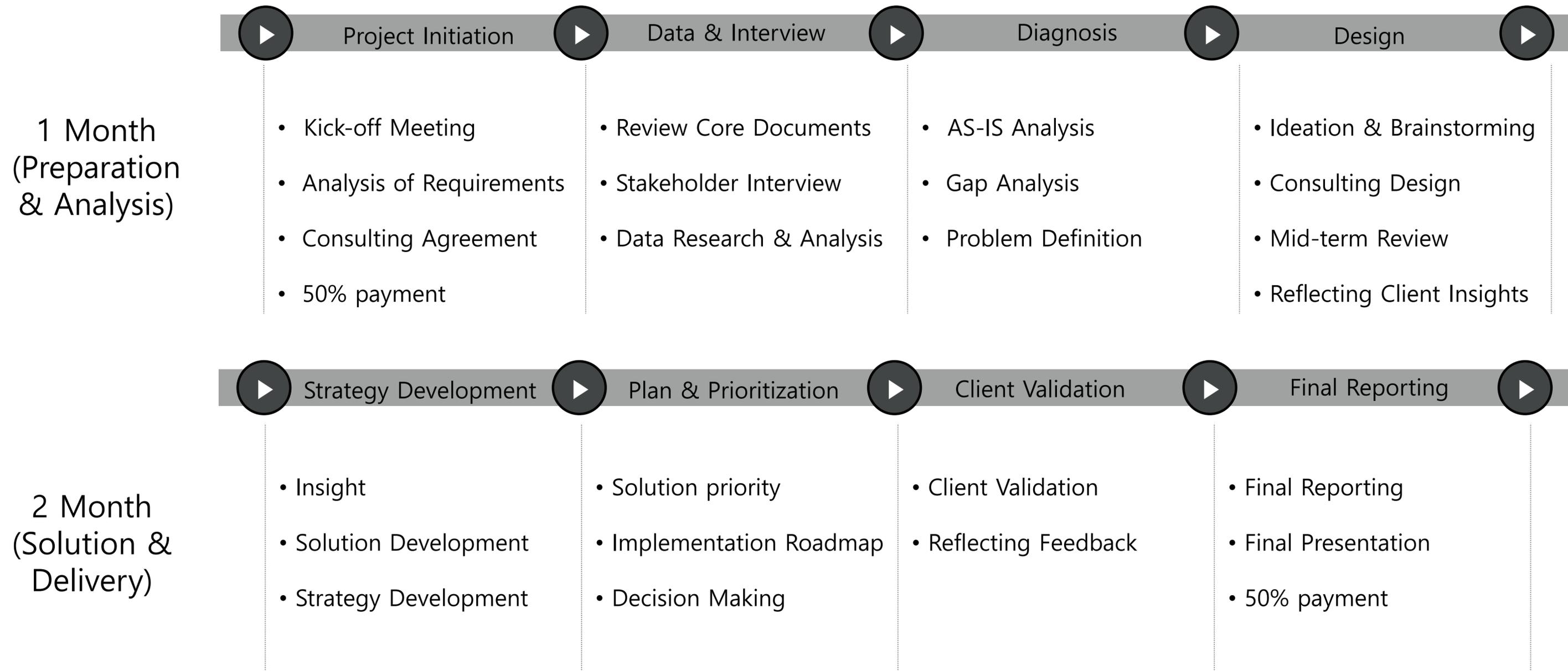
Ad-hoc Project-based  
On-demand Service

# How to approach (Example)



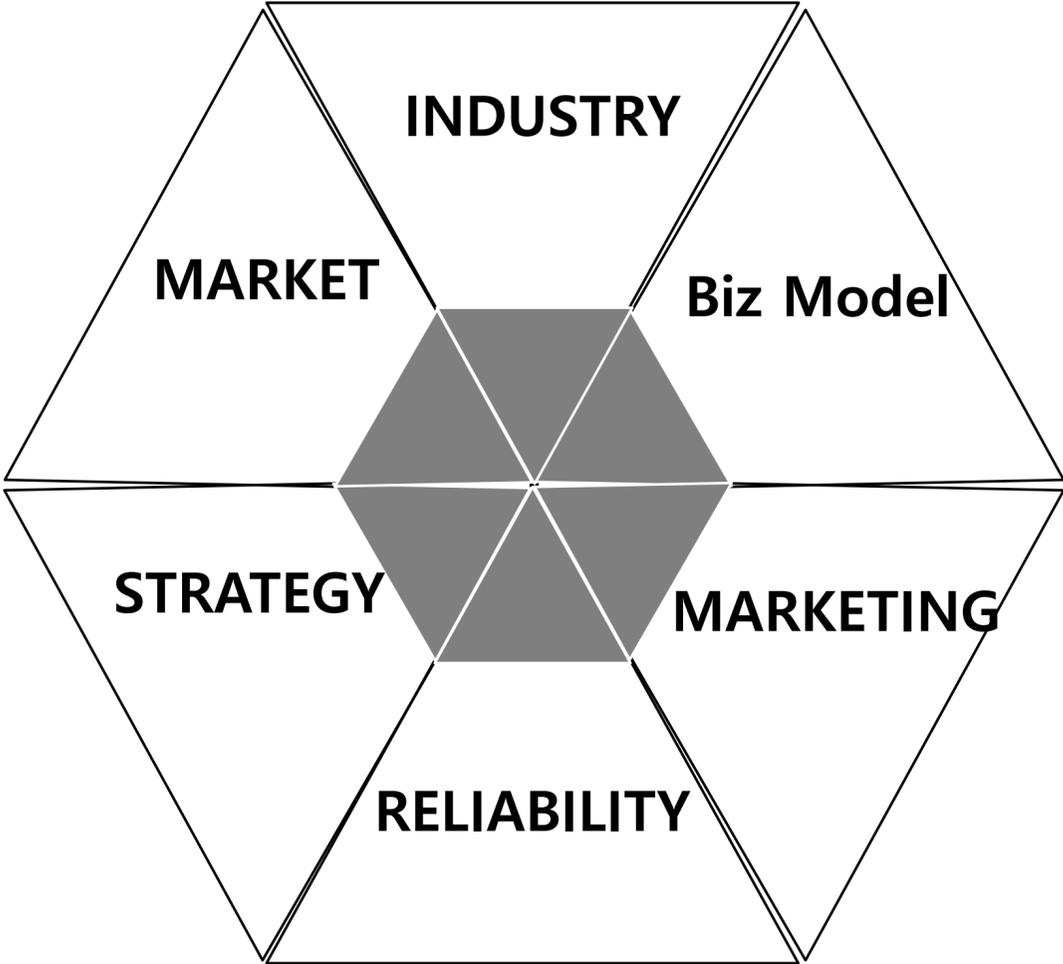
Consulting Methodology: Systematic & Program-based Approach | Strategic Guidance | Hands-on Coaching

# Consulting Procedure (Example)



Note: The specific procedure is subject to change based on the selected services, budget, and project scope.

# Expertise & Credentials / Professional Capabilities



<b>INDUSTRY</b>	<b>ICT Industry, AI Solution, S/W Solution</b>
	Manufacturing: Composite Materials, Semiconductors, Drone, Leisure, General Manufacturing
<b>MARKET</b>	Taiwan, China, Singapore, Vietnam, Malaysia, Indonesia, Thailand
	US, Europe, Japan
<b>BUSINESS MODEL</b>	B2B: ICT, TECH, Manufacturing Industries
	B2C: ICT, TECH, Manufacturing Industries
	B2G: ICT, TECH, Manufacturing Industries
<b>STRATEGY</b>	Global Business Development Strategy, Overseas Marketing Expertise
	Partner Strategy, Customer Sourcing Strategy Expertise
<b>MARKETING</b>	Strategies Tailored to Global Business and Market Characteristics
	Differentiated Development Methodology Based on Product Characteristics
<b>RELIABILITY</b>	Consulting Service Credibility, Customer Service Reliability
	Post-Consulting Management Service Reliability

# Expertise & Credentials / Professional Capabilities

Core Competency	Specialized Area	Key Achievements & Description
<b>Global Market Experience</b>	Taiwan Market	Taiwan Project, Market Establishment
	China Market	Shanghai Subsidiary Operation
	ASEAN Markets	Singapore, Malaysia, Thailand, Vietnam
	Developed/Other Markets	Japan, US, Europe, Greater China
<b>Global Business Operations</b>	Overseas Business Planning	Business Planning, Strategy Formulation, Organizational Setup
	Overseas Marketing	Partner Development, Product Development, Exhibition, Promotion
	Overseas Sales	Partner Sales, Direct Sales
	Contract Management	Export Contracts, Project Contracts, Risk Management
	Project Management	Project Management, Coordination
<b>Client/Industry Exposure</b>	Securities Market	Taiwan, Japan, Thailand, US Markets
	Banking Market	Singapore, Malaysia, Indonesia, Thailand, Vietnam
	Public Sector Market	Security Solutions for Public Agencies, Finance, Financial Institutions
	Corporate Market	Large Corporations, Conglomerate Affiliates, Mid-sized Corporations
<b>Product Category Experience</b>	Financial Solutions	Stock Trading System, SWIFT, Global Remittance Network
	Software Solutions	Network Security, Governance
	Hardware	Storage, Devices, DVR, RFID

# Major Projects & Performance

Year	Project Title	Service Category	Client Category
2025	F&B Global Market Entry Strategy Consulting	Global Entry Strategy (Ongoing)	F&B SME
2025	Automotive IC Market Research	Overseas Market Research	ICT Venture Startup
2025	Global Market Research	Overseas Market Research	SME (Small & Medium Enterprise)
2024	Metaverse Business Model Development Consulting	Business Model Consulting	EduTech Venture Startup
2024	B2B Support Software Overseas Market Research	Overseas Market Research	Large Conglomerate Affiliate
2023	Aerospace Industry Domestic and Overseas Market Research	Industry Status Research	Public Agency (Ministry of Industry)
2023	BESS Global Market Research	Overseas Market Research	SME (Small & Medium Enterprise)
2023	Overseas Market Research (US Health and Welfare Sector)	Overseas Market Research	Hyundai Economic Research Institute
2022	Overseas Market Research (UK Industrial Status Research)	Overseas Market Research	Public Agency (Ministry of Industry)
2022	AI FinTech Solution Global Market Entry Consulting	3-Month Entry Strategy	Venture Startup
2022	AI Synthetic Data Solution US Market Research Consulting	Overseas Market Research	High-Growth SW Venture Startup
2022	AI Video Analysis Solution Japan Market Research Consulting	Overseas Market Research	High-Growth SW Venture Startup
2022	Drone Service Marketing Strategy Consulting	Short-term Consulting	Startup
2022	Startup Management Strategy Consulting	Short-term Consulting	Startup
2021	AI Solution SME Global Entry Strategy Research	3-Month R&D Project	Private/Public Sector
2021	EduTech Solution Business Model Development Consulting	1-Month Consulting	EduTech SME
2021	EduTech Solution Global Market Entry Business Model Development	3-Month Consulting	EduTech Venture Startup
2020	Autonomous Driving V2X Technology Commercialization Consulting	3-Month Consulting	Korea Institute of Science and Technology / Conglomerate

# Consultant Profile

## Professional Summary

- Strategic Expert: Over 28 years of experience in ICT business development and global expansion.
- Founder of CMAU Consulting: Specialized advisor for Korean tech firms—particularly in IT, automotive, and emerging tech.
- Global Track Record: Proven record of executing global expansion projects across the US, Europe, Japan, and Southeast Asia.
- Bridging Insight to Execution: Expert in market research, business model development, and partner ecosystem strategy.

## Areas of Expertise

- Market Strategy: Global Market Entry Strategy & Go-to-Market (GTM) Roadmap.
- Strategic Research: Industry deep-dive analysis (AI, Automotive, ESS, Aerospace, ICT).
- Business Innovation: Business process optimization and strategic alignment between Business and IT.
- Global Liaison: Cross-cultural communication and strategic partnership development.

## Professional Experience

- Founder & Principal Consultant: CMAU Consulting (2016–Present).
- External Research Fellow: Hyundai Economic Research Institute (2022–Present).
- Head of Overseas Marketing: Global Business Division, Banking Solutions (2010–2016).
- Overseas Business Manager: Corporate Solutions Division (2000–2010).

## Selected Projects & Roles (2025)

- Key Projects: Healthcare, Automotive, and AI Market Entry Strategy & Research (2021–2025).
- Expert Committee Member: Korea Data Agency, NIA, KOCCA, KISED, and KIST (2025).
- Strategic Mentor: Export and Fintech mentor for GBSA and Korea Fintech Center (2025).
- Credentials: Certified Management Consultant (CMC)
- Master's in Business Consulting (Hanyang Univ.).

# Consulting in Practice: Field Highlights



Thank you  
we look forward to working  
with you.

*Please **C**ontact **M**e, we **A**ssist **U***

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