

(주)로크 회사소개서

Corporation Rok business plan

(주) 로크

Since 2018. 05.
Corporation Rok

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Company Introduction

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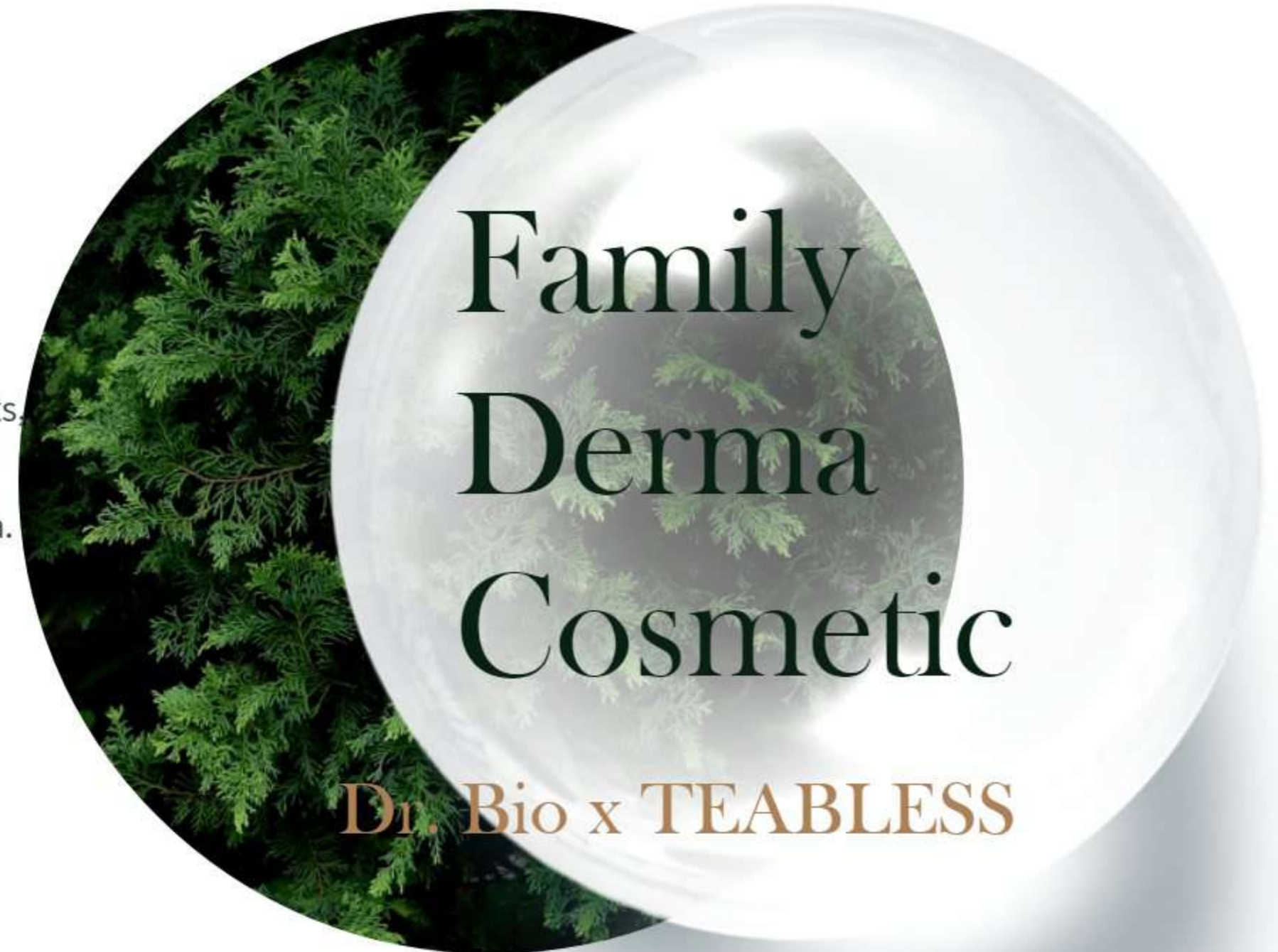
Company Introduction

Company Overview

As a leader in hypoallergenic family derma-skin care developed with healthy ingredients obtained from nature. Rok Co.,LTD.is rapidly growing not only domestically, but also through exports to China, Vietnam and the United States. To successfully enter overseas markets, we are planning to expand our business to more countries. Our goal is to become the No.1 family derma-cosmetics group in Asia.

Sale of ROK Co.,LTD.

Dr.Bio	19y	800 million
	20y	3 billion
	21y	4 billion
	22y	8 billion
TEABLESS	21y	50 million
	22y	360 million



Company Direction



CLEAN BEAUTY
Clear Beauty

Our products are not derived from animals, and no animal ingredients are used or added at any stage of production or manufacturing process.



EWG GREEN LEVEL
ewg Green Grade

All ingredients are EWG green grade certified because they are safe for the skin.



COST-EFFECTIVENESS
Large capacity & cost-effectiveness

We have large-capacity products that can be used by the whole family, from newborns to adults, with a reasonable price that satisfies the needs of consumers.



REFUND
2-week Money-back Guarantee

Based on our belief in product competitiveness and product ingredients, we put consumers first, before company profit. If you are dissatisfied with a product after using it, we will take full responsibility for the return or exchange.



FAMILY
Derma-Cosmetics for the whole family

Our skin care products are available for people of all ages, from newborns to adults, and they use optimal formulations to preserve the natural health of the skin.

Market Analysis

01. Market

02. Customer



Status of the skincare & vegan cosmetics market

Trends in skin care cosmetics production performance

(단위: 백만원, %)

유형	연도	2015년	2016년	2017년	2018년	2019년		CAGR (15~19)
						생사금액	YoY	
기초 화장품 제품류		6,201,569	7,585,806	7,617,757	9,370,431	9,812,343	4.7	12.2
색조 화장품 제품류		1,722,511	2,291,895	2,141,653	2,395,833	2,133,750	-10.9	5.5
두발용 제품류		1,394,249	1,409,841	1,529,838	1,581,748	1,880,006	18.9	7.8
인체 세정용 제품류		824,714	1,163,731	1,260,100	1,348,113	1,578,579	17.1	17.6
눈 화장품 제품류		257,267	295,221	263,655	285,661	294,985	3.3	3.5
두발 염색용 제품류		16,527	16,385	421,339	258,310	292,931	13.4	105.2

출처 : 대한 화장품 협회

Status of skin care production performance

The sales of basic cosmetic products have reached KRW 9,812.3 billion, up 4.7% from the previous year, maintaining the lead over other cosmetic types. As skin troubles have increased due to the long hours of wearing masks during the COVID-19 pandemic, consumer demand has increased for basic cosmetics that are devoid of harmful chemical ingredients, resulting in higher interest in clean skin care.

Status of mentions of vegan cosmetics

“Value-based consumption” is spreading as corporate social responsibility is gaining more serious recognition and attention is drawn to germs, viruses, and environmental problems due to the outbreak of COVID-19.

Recently, many consumers are growing more conscious of environmental protection and carefully scrutinizing the ingredients in products. Clean beauty, which involves eco-friendly processes, plant-derived ingredients, and upcycling, is emerging as a new trend.

In particular, there has been an increasing interest in vegan cosmetics that do not involve animal ingredients or animal testing. In 2015, there were only 296 blog posts on vegan cosmetics, but in 2017, there were 1,062 of these posts, an increase of about 260%.

Trend in mention of vegan cosmetics



Status of the domestic derma cosmetics market

Trends in the scale of domestic derma cosmetics market



Source: Estimates by the Yuanta Securities Research Center

Derma cosmetics industry

Derma cosmetics is a term made by combining “Dermatology,” meaning skin science, and “cosmetics.” This industry even includes “cosmeceuticals,” which are a combination of cosmetics and pharmaceuticals.

According to the Korea Cosmeceutical Research Institute, the market for derma cosmetics, showing a higher growth rate (annual average of 15%) than general cosmetics, is estimated to be worth 500 billion won as of last year. Some large beauty companies are recognizing themselves as worth 1 trillion won according to their own standards. This is a sure sign that derma cosmetics has grown into a major market.

The derma market is expanding not only in Korea but also worldwide. The global cosmeceutical market, which was about 35 trillion won in 2014, is expected to grow more than double its size to 81 trillion won by 2020.

In particular, for China, it is expected to grow from 23 billion yuan (about 3.857 trillion won) to 87 billion yuan (about 14.59 trillion won), nearly four times during the same period.

This potential for growth is attracting the attention of domestic derma brands.

If a few large companies, mask packs, and color brands preferred by millennials have led K-beauty so far, derma cosmetics can change the paradigm, ushering in the era of “K-beauty 4.0.”

Market share of derma cosmetics in the industry

Status of body wash brand reputation



To evaluate brand reputation, the big data of consumers' activities is classified into a participation value, communication value, social value, market value, and financial value. Following this, the body wash brand reputation index is also divided into a participation index, communication index, and community index. The Dr. Bio brand ranked 5th among large companies with 126,361 participants, a communication index of 264,300, community index of 179,827, and brand reputation index of 570,488.

Market share of derma cosmetics in the industry

Coupang's rocket delivery sales ranked 'first'



Dr. Bio's face and body lotion, available to people of all ages from newborns to adults, ranked first in the sales of Rocket Delivery skin care in Coupang, Korea's largest social commerce shopping mall.

Although many derma cosmetic brands are releasing products with EWG green grade cosmetics in Korea, this achievement is significant in that Dr. Bio ranked first in the categories of infant and skin care.

Consumer target base

To provide safe and natural ingredients and products that are not irritating to the skin, we have developed Family Derma Skin Care that anyone, from newborns to sensitive adults, can use. The main consumer group consists of customers in their 20s and 50s.

As beauty consumption increases, the number of people that use beauty applications also rises. Most the beauty application users are female, accounting for 81.8%. In terms of age, those in their 30s were the highest proportion, accounting for 32.9%. Based on this, we aim to gradually expand the target audience and increase the access of each age group by employing various marketing activities.

Proportion of beauty app users by gender



Age share of beauty app users



Brand **story**

The skin care brand for the whole family, Dr. Bio

Dr. Bio

A product that pursues to provide only good without harm, expressing a wish without saying anything,
Dr. Bio delivers tender care with clean and good ingredients.

Providing skin care solutions that anyone from newborns to adults can use, Dr. Bio is made with optimal recipes
that preserve the natural health of the skin

Skin irritation test completed / Microorganism non-detection test completed / All ingredients are EWG green grade, so
everyone can be comfortable using it.



Brand Introduction





01. Dr. Bio

02. Teableness






Product Line up - Moisturizing

				
<p>Dr.bio ECO Moisturising Lotion</p>	<p>Dr.bio T-tide Cream</p>	<p>Dr.bio Multi Oil</p>	<p>Dr.bio Mellow Butter Balm</p>	<p>Dr.bio Cicabiome DualBalm</p>
<p>Volume 480g</p>	<p>Volume 320ml</p>	<p>Volume 300ml</p>	<p>Volume 300ml</p>	<p>Volume 10g</p>
<p>Product Description: Moisturizing for 100 hours from the face to the body and improving itching due to dryness</p>	<p>Green tea water, soothing and high moisturizing care for sensitive skin with peptides, improves itching by drying, and lasts 100 hours of moisturizing cream</p>	<p>It's a natural oil that's moist High moisturizing care</p>	<p>For sensitive and dry skin, Soothing and moisturizing care</p>	<p>Dr.Bio's lactobacillus A multi-stick balm that moisturizes and moisturizes with "Cica Biome" and kombu peach extracts</p>




Product Line up - Moisture

				
<p>Dr.bio Soothing Lotion</p>	<p>Dr.bio ECO Soothing gel</p>	<p>Dr.bio ECO Soothing Mist</p>	<p>Dr.bio ECO Moisture Cream</p>	
<p>Volume 500ml</p>	<p>Volume 320ml</p>	<p>Volume 300ml</p>	<p>Volume 300ml</p>	
<p>From the face to the body Soothing gel and lotion effect at once!</p>	<p>설명 : 끈적임 없는 산뜻한 사용감으로 피부 진정 효과</p>	<p>It's not sticky and fresh Soothes your skin with a feeling of use</p>	<p>High water and nutritional care are for sensitive and dry skin</p>	





Product Line up - Cleansing

				
<p>Dr.bio ECO ALL-IN-ONE Cleanser</p>	<p>Dr.bio Bubble Cream Foam Shampoo & Body</p>	<p>Dr.bio Secret Therapy Inner Cleanser</p>	<p>Dr.bio LHA Aqua Cleansing gel</p>	<p>Dr.bio One-shot Cleansing water</p>
<p>Volume 500ml</p>	<p>Volume 410ml</p>	<p>Volume 300ml</p>	<p>Volume 300ml</p>	<p>Volume 700ml</p>
<p>It's a mild, hypoallergenic ingredient Face, hair, and body. 3 in 1 The effect of cleaning fine dust Eye irritation test completed</p>	<p>Cleansing from head to toe with a cream foam that's</p>	<p>Jeju kombucha, which has been fermented with care, is mild and refreshing Secret Zone Care</p>	<p>Soothing gel type formula It's a sticky cream type Cleanse the wastes in the pores</p>	<p>With Spanish licorice root water Hypoallergenic All-Family Facial Cleansing</p>





Product Line up - Sun Care

				
<p>Dr.bio ECO Sun Moisturizer</p>	<p>Dr.bio Moisturizing Sun Cushion 15g+ Refill 15g</p>	<p>Dr.bio Waterful Sun Stick</p>		
<p>Volume 100ml</p>	<p>Volume 15g+Refill 15g</p>	<p>Volume 21g</p>		
<p>With a 57% moisture base, It's moist, sticky, and doesn't sting your eyes sunscreen SPF 50+ PA++++</p>	<p>With 50% moisture base, Moist and irritated skin It's a sun cushion that calms down the cooling SPF 50+ PA++++</p>	<p>It's a stick type, so it doesn't get on your hands easy to carry and easy to carry sunscreen SPF 50+ PA++++</p>		




Product Line up - Hair

				
<p>Dr.bio Wrap-up Shampoo</p>	<p>Dr.bio Wrap-up Treatment</p>	<p>Dr.bio Seasalt Relaxing Shampoo</p>	<p>Dr.bio Pink Lacto Hair Oil</p>	
<p>Volume 750ml</p>	<p>Volume 750ml</p>	<p>Volume 750ml</p>	<p>Volume 200ml</p>	
<p>It's a non-silicon ingredient that's hypoallergenic Perfect scalp care from sensitive scalp to dry and oily scalp</p>	<p>It's a low-irritation silicone EWG green-grade ingredient that starts with sensitive scalp Hair pack to protect against damage</p>	<p>Functional shampoo to alleviate hair loss symptoms 50.24% eliminated hair loss verified by human body application tests hypoallergenic hair loss shampoo</p>	<p>Dr Bio's "Pink Lacto Ceramide" ingredient improves 54.58% of damaged hair cutables. Rose Floral Musk Scented Hair Oil</p>	




Product Line up - Hand&Lip

				
<p>Dr.bio Foaming Hand wash</p>	<p>Dr.bio Nourishing Hand Cream</p>	<p>Dr.bio Zero % Hand Cream (Olive Young only)</p>	<p>Dr.bio Greenery Lip balm</p>	
<p>Volume 480ml</p>	<p>Volume 80ml</p>	<p>Volume 50ml</p>	<p>Volume 8g</p>	
<p>Foaming hand wash for sensitive and dry skin</p>	<p>For sensitive and dry hands, Non-sticky moisturizing hand cream</p>	<p>It's an EWG green-grade ingredient unscented, colorless, odorless Fresh whole family hand cream</p>	<p>It's an EWG green-grade ingredient Unscented, odorless, large-capacity lip balm</p>	

Product Line up - Life Care

				
<p>Dr.bio Premium Baby wipes</p>	<p>Dr.bio Propolis Toothpaste</p>	<p>Dr.bio Balmy Toothpaste</p>		
<p>Volume 70eax10pack</p>	<p>Volume 150g</p>	<p>Volume 150g</p>		
<p>It's gentle on sensitive skin Thick embossed wet wipes</p>	<p>It contains propolis It's sweet and not spicy easy toothpaste from child to adult</p>	<p>A toothpaste with reliable in gredients and mint scent that lasts for a long time</p>		

Product Line up - Living Care

				
<p>Dr.bio Family VEGAN Fabric Detergents</p>	<p>Dr.bio Family VEGAN Fabric Softener</p>	<p>Dr.bio VEGAN Clean-up Kitchen Detergent</p>		
<p>Volume 1,000ml</p>	<p>Volume 1,000ml</p>	<p>Volume 500ml</p>		
<p>98% plant-derived vegan formula 3 times more highly concentrated vegan detergent</p>	<p>It's a highly concentrated vegan fiber softener that's 3 times more than a plant-derived vegan formula Forest Woody Scent lasts 168 hours</p>	<p>It's a vegan formula Type 1 Kitchen Detergent & Baby Bottle Detergent</p>		

03. Brand Introduction Brand story

Brand story

Tea that my skin drinks.

TEABLESS

Get away from the city for skincare teatime, so you can relax and focus on your family, friends and yourself.

Tea is a "complex cultural drink" that creates comfort and relaxation for human emotions, acts as a bridge for human relationships based on sharing thoughts and feelings, bringing people together.

The UK has created a social culture called teatime to share what's in their hearts and minds, spending time friends and family. Teatime is an opportunity for leisurely pleasure, a chance to stop and appreciate life's beauty.




Teableness was born, based on inspiration from British teatime culture.

B TEABLESS

Skin Care Line - up

				
<p>Antique All-in-one Cleanser</p>	<p>Antique lotion</p>	<p>Antique Soothing Essence</p>	<p>Antique Cream</p>	<p>Antique Sun Essence</p>
<p>Volume 500g</p>	<p>Volume 480g</p>	<p>Volume 100g</p>	<p>Volume 50g</p>	<p>Volume 100g</p>
<p>Product description : Antique All-in-one Cleanser that gently cleans the skin texture</p>	<p>Product Description: Antique lotion that densely fills in skin texture with moisture</p>	<p>Product Description: Antique Soothing Essence that soothes irritated skin with deep moisturization.</p>	<p>Product Description: After washing your face, apply an appropriate amount to your hands. It helps to soothe the skin.</p>	<p>Product Description: No irritation at all. Last skin care that uses antique sun essence for sensitive skin</p>

Tea Line - up

		
<p>English Breakfast</p>	<p>Half Tea</p>	<p>Regen Tea</p>
<p>Volume 3g</p>	<p>Volume 3g</p>	<p>Volume 3g</p>
<p>Product Description: Refreshing tea that allows you to concentrate and enjoy a refreshing morning</p>	<p>Product Description: Tea that helps manage your body line with a taste that's easy to drink on an empty stomach.</p>	<p>Product Description: A tea that provides skin care by adding vitality to everyday life with a refreshing taste</p>

Marketing

01. Dr. Bio

02. Teabless



Company partner

Dr.Bio Cosmetics is joined by several partners.

OLIVE  YOUNG

 Shopee

11D

 BRANDI

boribori

Benepia 

MARKET
Kurly

 LOTTE WORLD TOWER

 LOTTE
DEPARTMENT STORE

LOTTE DUTY FREE

LOHB 

lalavla 

Company partner

Dr.Bio Cosmetics is joined by several partners.



Company partner

Dr.Bio Cosmetics is joined by several partners.

The logo for TMON, featuring the letters 'TMON' in a bold, black, sans-serif font. The letter 'O' is replaced by a solid orange circle.The logo for Qoo10, featuring the letter 'Q' in red and 'oo10' in blue, all in a rounded, sans-serif font.The logo for CouPang, featuring a blue rocket icon above the Korean text '로켓배송' and the English text 'COUPANG' in a colorful, rounded font. Below it is the tagline 'Color Your Days'.The logo for coupang, featuring the word 'coupang' in a lowercase, rounded, sans-serif font with each letter in a different color (brown, red, orange, yellow, green, blue).The logo for Costco Wholesale, featuring the word 'COSTCO' in red and 'WHOLESALE' in blue, with three blue horizontal lines below 'WHOLESALE'.The logo for kakao, featuring the word 'kakao' in a lowercase, rounded, sans-serif font in yellow.The logo for Gmarket, featuring a large green 'G' followed by the word 'market' in a blue, sans-serif font.The logo for JAJU, featuring the letters 'JAJU' in a bold, dark grey, sans-serif font.The logo for 인터파크 비즈마켓 (Interpark BizMarket), featuring a red heart icon and the Korean text '인터파크 비즈마켓' in a sans-serif font.The logo for INTERPARK, featuring a red heart icon and the word 'INTERPARK' in a black, sans-serif font.The logo for ezwel, featuring a stylized green and orange leaf icon followed by the word 'ezwel' in a blue, sans-serif font.The logo for emart everyday, featuring the word 'emart' in yellow and 'everyday' in a smaller, black, sans-serif font.

Company partner

Dr.Bio Cosmetics is joined by several partners.

LOTTE **ON**

Grip

 고은미래

nunc

THE SHILLA
duty free

 **LOTTE Mart**

淘宝
Taobao



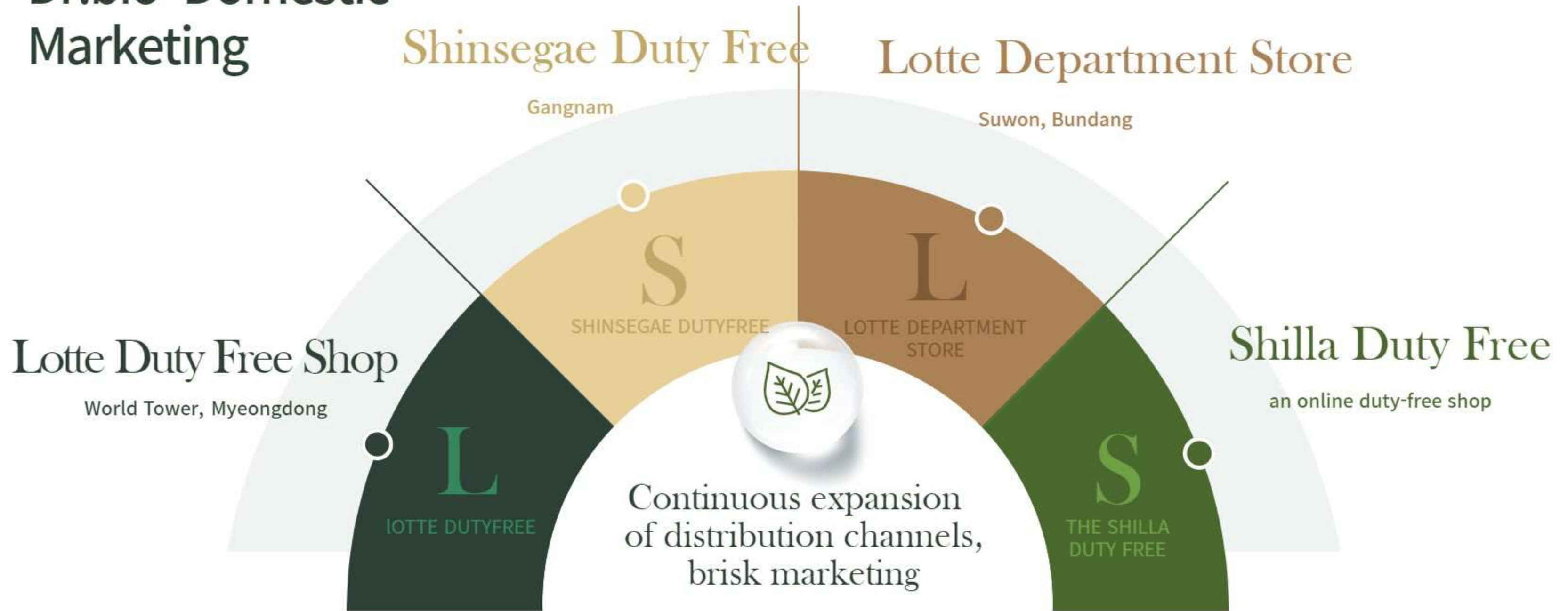
GS SHOP

SKINRx

굿닥스스토어

LOOKPIN

Dr.bio Domestic Marketing



natural cosmetics

Duty-free shops and department stores to secure domestic and foreign customers

04. Marketing | Domestic Marketing



IOTTE DUTYFREE

Lotte Duty Free

World Tower, Myeongdong



SHINSEGAE DUTYFREE

Shinsegae
Duty Free

Gangnam



LOTTE DEPARTMENT STORE

Lotte
Department Store

Suwon, Bundang



THE SHILLA DUTY FREE

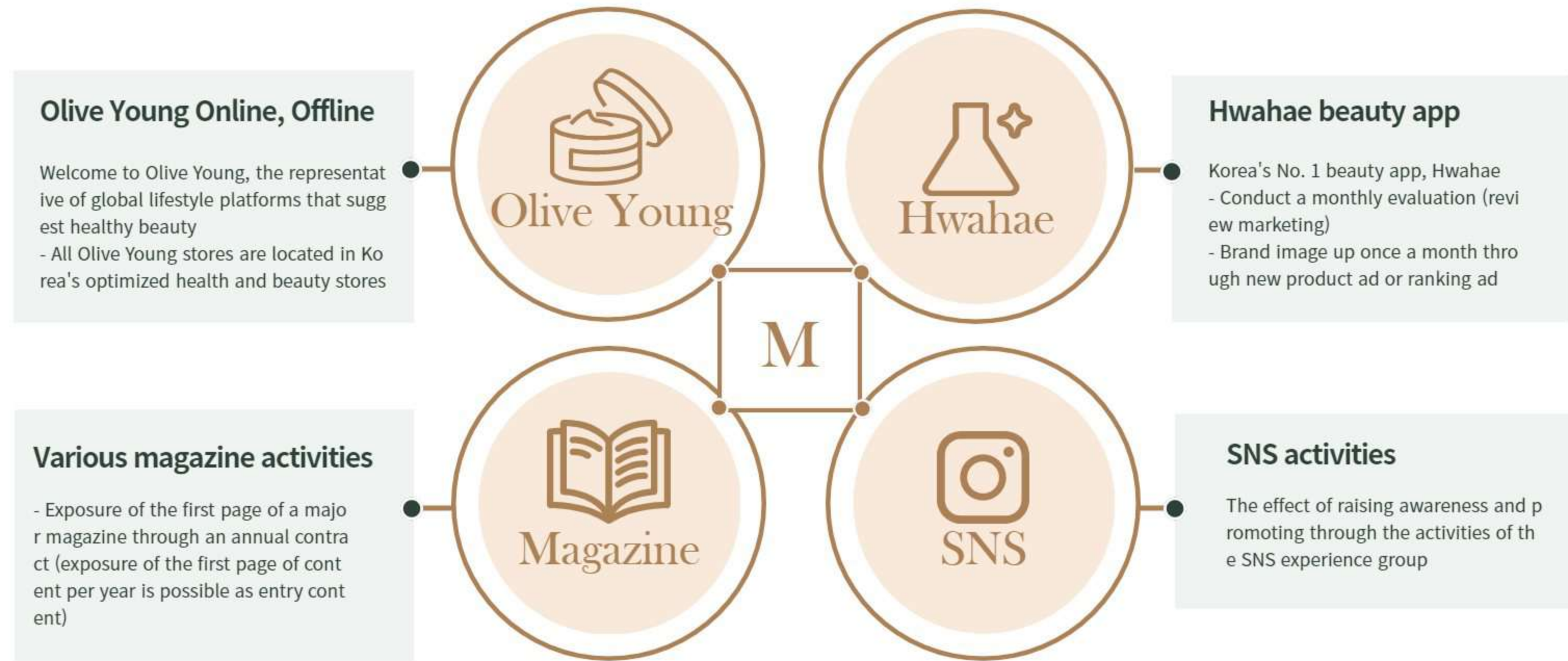
Shilla
Duty Free
an online duty-free shop



상품명	원산지	수량	가격	비고
다이하이오 비오텐스어이저 100ml	미국	100개	\$14	(14,400원)
다이하이오 비오텐스어이저 100ml	미국	100개	\$17	(17,400원)
다이하이오 비오텐스어이저 100ml	미국	100개	\$17	(17,400원)
다이하이오 비오텐스어이저 100ml	미국	100개	\$15	(15,240원)
다이하이오 비오텐스어이저 100ml	미국	100개	\$16	(16,320원)
다이하이오 비오텐스어이저 100ml	미국	100개	\$8	(8,400원)
다이하이오 비오텐스어이저 100ml	미국	100개	\$5	(5,200원)
다이하이오 비오텐스어이저 100ml	미국	100개	\$15	(15,240원)
다이하이오 비오텐스어이저 100ml	미국	100개	\$17	(17,400원)
다이하이오 비오텐스어이저 100ml	미국	100개	\$9	(9,360원)

natural cosmetics

Dr.bio Domestic Marketing



04. Marketing | Domestic Marketing



닥터바이오
닥터바이오 예코 모이스처라이징
로션480ml+루션100ml
20,400원 **15,900원**



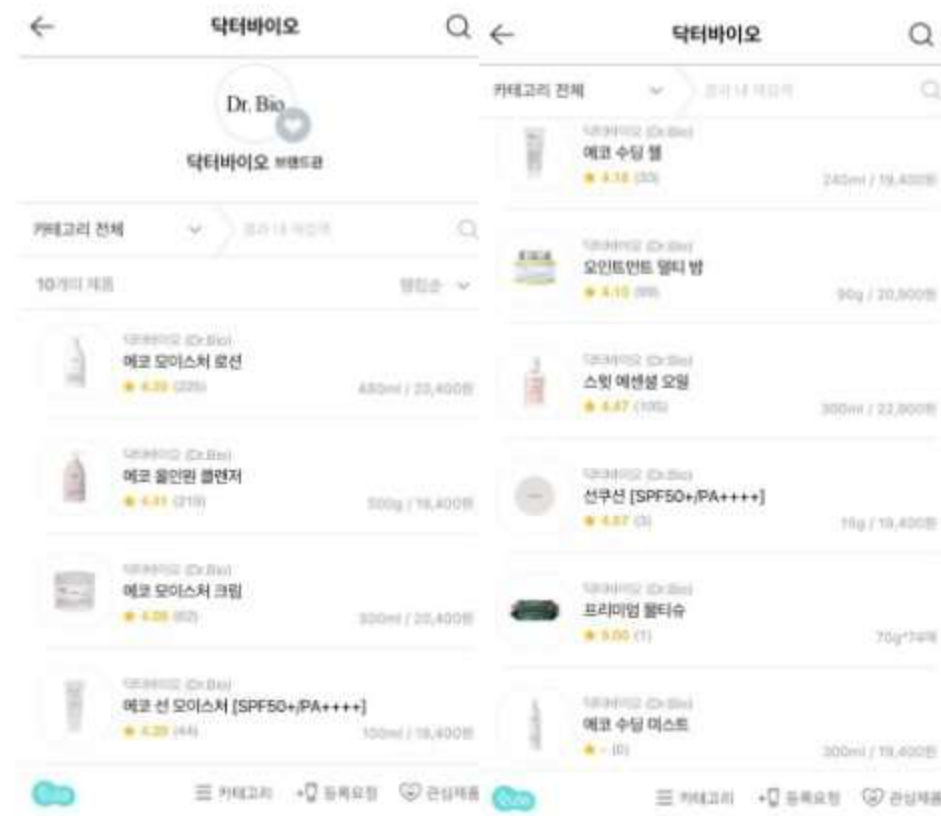
닥터바이오
닥터바이오 예코 울인원
클렌저500ml+루션100ml
19,400원 **15,500원**



닥터바이오
닥터바이오 모이스처 선쿠션 리필 기획
15g+15g
26,900원 **19,900원**



닥터바이오
닥터바이오 예코 썬 모이스처라이저
100ml
18,400원 **12,900원**



natural cosmetics

Dr.bio Overseas marketing



Participation in overseas exhibitions

- Planning to participate in overseas exhibitions (Stopped due to COVID-19)



Overseas influencer

- China influencer Contact Scheduled
- Thailand influencer Contact
- Singapore influencer Contact



Online direct purchase site

- Amazon
- QOO10
- Rakuten
- Shopee

Domestic marketing for Teabless (online)



Domestic marketing for Teableness (online)



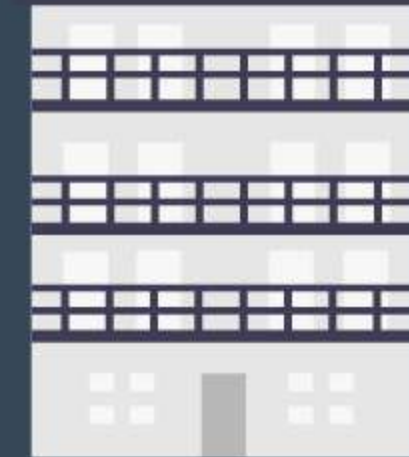
Lotte Department

- Collaboration in progress to enter Lotte Department Store (scheduled)



Lotte duty free shop

- Lotte duty free shop (scheduled)



Korea Postpartum Association

- Sampling of products from more than 300 postpartum care centers, VOD advertisements, exposure through newspapers, advertisements within the association, and events for mothers are planned

Thank you

ROC Co., LTD.

ROK

Business registration number	818-87-01304
number	063-717-8787
Business Address	67-29, Hanjeol-gil, Wansan-gu, Jeonju-si, Jeollabuk-do