

2024

HyunYoung. corp

Hempsalt laver





01

OVERVIEW

# Company introduction

**HYUNYOUNG.CORP**

Hyeonyeong Moolsan Co., Ltd. was established in 2023 and specializes in the wholesale and retail of processed marine products.

We manufacture and sell a seasoned laver product called "Hemp Salt Gim" through an OEM model. This product uniquely utilizes powdered hemp seeds, a specialty of Andong City, Gyeongsangbuk-do.

We are applying for support with sales channel expansion and promotional assistance on Coupang to boost our online presence.

**HYUNYOUNG.CORP**

## PRODUCT DESCRIPTION



### andongga hemp salt laver

In Andong, Gyeongsangbuk-do, where the soil is ideal for cannabis cultivation, hemp is grown with permission from health authorities. Our seaweed is made with 100% domestically grown Andong hemp seeds, so you can eat it with confidence.



### andongga hemp salt laver gift box

Our Hemp Salt Laver is now available in an elegant gift box, elevating it from a simple food product to a premium gift item. This thoughtfully designed packaging is perfect for the gift market, offering a unique and memorable present. It's an ideal choice for corporate gifts or personal occasions, providing a competitive advantage through its sophisticated presentation.



### andongga madeagam seaweed chips

Introducing Ma Daegam Kim Bugak, a premium, handmade snack made with glutinous rice, yam powder, and hemp seeds all cultivated in Andong. Using traditional methods and carefully selected local ingredients, we've created a snack that is both healthy and rich in flavor. This product, which captures both taste and nutrition, will provide a clear competitive edge in the premium snack market

# Idea / Production

## PRODUCTION OF PRODUCTS USING ANDONG REGION'S PRODUCTS

Having primarily focused on marine product distribution, our company identified a strategic need to transition toward leveraging regional resources. This insight led to our commitment to developing high-value products from local specialties. Capitalizing on Andong's unique status as a hemp-growing region, we have successfully developed a premium seaweed snack infused with local hemp seeds. We have since secured the necessary production methods and partnerships to bring this innovative product to market.



# Production Plan

## HEMP SEED

We have made the strategic decision to procure our products rather than engage in direct manufacturing due to practical limitations. After a comprehensive search for local producers and processors in the Andong region, we have partnered with Hemp & R Bio to source their products, ensuring we can deliver high-quality goods to our market.

## Selection of companies

To secure a reliable production partner, we visited Cheonghaejin Susan in Wando, an existing supplier. Following a thorough inspection of their facilities, we have finalized a production agreement, confident in their ability to meet our quality and output requirements.

## HEMP SALT

Recognizing the practical challenges of directly incorporating whole hemp seeds into our product, we developed an innovative solution. We have successfully processed the hemp seeds into a fine, flavorful powder combined with salt, ensuring a seamless and superior infusion into our laver products. This method not only overcomes production limitations but also enhances the final product's taste and texture, elevating its market appeal.

## Production

To initiate production, we will first proceed with the design of our product, logo, and trademark registration. Concurrently, we will prepare and deliver all packaging and raw materials to Cheonghaejin Susan. The production process will commence upon their receipt of these materials.

# Business Plan

2024.1

Product planning and trademark registration progress  
Product design work after contacting and selecting the manufacturer and selecting the design company

2024.4

Request for product sample production and production report and nutritional information analysis  
Production after reporting the distribution business and confirming the packaging material design

2024.6

Product production, online shopping registration, and entering Saiso after registering Andong Marketplace  
Signing a contract with an advertising agency and promoting it

2024.12

Preparation of seaweed production (trademark registration, packaging material design)  
Preparation for production of seaweed (trademark registration, packaging material design, manufacturer contact)

2025.9

Preparation for the production of seaweed chips (trademark registration, packaging material design, manufacturer contact) – Expected to be released around September 20th

Thank you