



# 1. 概要

1999 1 11 1999 1 21 10 11

5 , 10

80 60 가 75.0%

FY'97

4 66%, 34%

40 29 가 72.5%

40 31 가 77.5%

## < 5-1 >

	40	29	72.5%
	40	31	77.5%
	80	60	75.0%



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### 가. 商品開發組織 關聯事項

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가

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2)

, 11

88

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19

21.6%

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, 10 , 2

< 5-3>

	88	19 (21.6%)
	8	1.7
	10	2
	6.9	1.6

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< 5-4> . 88 41 ( 46.6%)  
 “ ”, 19 ( 21.6%) “ ”, “ ” 17  
 ( 19.3%), “ ”가 11 ( 12.5%) .

< 5-4>

( : , %)

	88	41	17	19	11
	100.0	46.6	19.3	21.6	12.5

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11 1  
 8 ,  
 < 5-5> . , ( ) 1 8.0  
 , 14 5.9 , 25  
 4.4 , 38 2.1 .

< 5-5>

		( )	( )
( )	11	11.5	8.0
	0	0	0
	14	9.5	5.9
	25	5.7	4.4
	38	2.7	2.1
	88	5.9	4.2

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 「 」 (FY'93  
 FY'97),

· , '97 IMF

1)

FY'93 81 FY'97 408 가  
 ( 가 503.7%) .  
 가 .

< 5-6> (FY'93 FY'97)

( : , %)

	FY'93	FY'94	FY'95	FY'96	FY'97	
	31	46	67	77	127	348
	50	63	171	279	281	844
	81 ( - )	109 (34.6)	238 (118.3)	356 (49.6)	408 (14.6)	1,192
1	7.4	9.9	21.6	32.4	37.1	108.4

: ( ) 가 .

,  
 , 1 54.9 , 46.0  
 , 7.5 .  
 97 46%  
 가  
 가 .

< 5-7>

(FY'93 FY'97)

( : , %)

	7	146	194	347
	75	360	410	845
	82 (6.9)	506 (42.4)	604 (50.7)	1,192 (100.0)
	16.4	101.2	120.8	238.4
1	7.5	46.0	54.9	108.4

: ( ) .

## 2) IMF

IMF , IMF

8 IMF 14.3 1.79 가 가 . ,

IMF 4.5

3.5 , IMF

( 7.1 ), ( 7.2 )

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< 5-8> IMF

			1		1		1
IMF	'97. 8.	3	0.27	3	0.27	6	0.55
	'97. 9.	7	0.64	8	0.73	15	1.36
	'97.10.	6	0.55	1	0.09	7	0.64
	'97.11.	2	0.18	2	0.18	4	0.36
		<b>4.5</b>	<b>0.41</b>	<b>3.5</b>	<b>0.32</b>	<b>8</b>	<b>0.73</b>
IMF	'97.12.	9	0.82	8	0.73	17	1.55
	'98. 1.	12	1.09	10	0.91	22	2.00
	'98. 2.	7	0.64	6	0.55	13	1.18
	'98. 3.	5	0.45	0	0.91	15	1.36
	'98. 4.	6	0.55	7	0.64	13	1.18
	'98. 5.	8	0.73	8	0.73	16	1.45
	'98. 6.	8	0.73	6	0.55	14	1.27
	'98. 7.	5	0.45	10	0.91	15	1.36
	'98. 8.	6	0.55	10	0.91	16	1.45
	'98. 9.	6	0.55	6	0.55	12	1.09
	'98.10.	8	0.73	5	0.45	13	1.18
	'98.11.	7	0.64	4	0.36	11	1.00
	'98.12.	5	0.45	4	0.36	9	0.82
	<b>7.1</b>	<b>0.64</b>	<b>7.2</b>	<b>0.66</b>	<b>14.3</b>	<b>1.30</b>	

「 」 , , 가

1) ,

, < 5-9>

, "300 600 "가 28.0% 가  
 27.3%  
 가 "600 1,000 ", 22.7% "300 600  
 " 85.7% 가 "600  
 "

< 5-9>

		(%)		(%)		(%)
100	13	26.0	5	22.7	8	28.6
100 300	9	18.0	2	9.1	7	25.0
300 600	14	28.0	5	22.7	9	32.1
600 1,000	9	18.0	6	27.3	3	10.7
1,000	5	10.0	4	18.2	1	3.6
	50	100.0	22	100.0	28	100.0

:

64.9%가 "2 4 " , ( 92.3%) "1 4 "

< 5-10 >

			(%)		(%)		(%)
1		1	1.8	0	0.0	1	3.2
1	2	14	24.6	5	19.2	9	29.0
2	4	37	64.9	19	73.1	18	58.1
4	6	5	8.8	2	7.7	3	9.7
		57	100.0	26	100.0	31	100.0

“1 2 ” 46.0%, “6 1 ” 36.0%

가 “6 1 ” “1 2 ” 36.4% , “1 2 ” 48.9%, “6 1 ” 33.3%

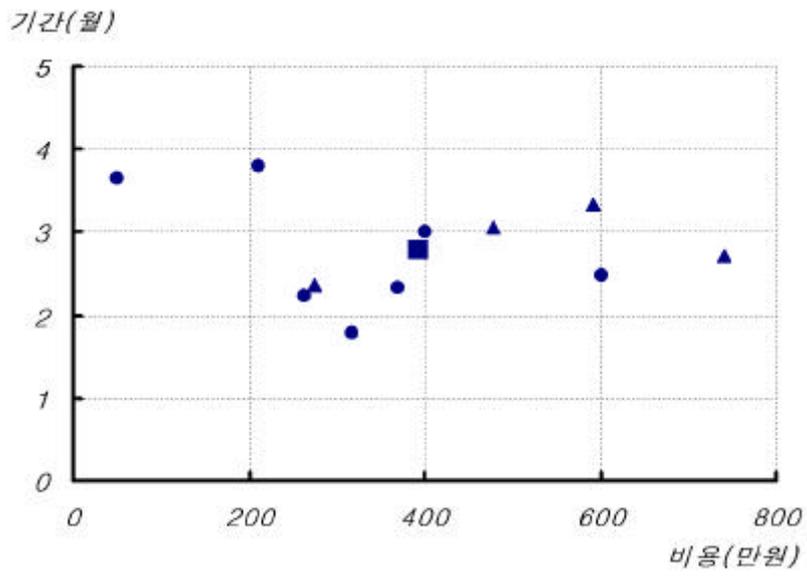
< 5-11 >

			(%)		(%)		(%)
6		2	4.0	2	4.4	0	0.0
6	1	18	36.0	15	33.3	4	36.4
1	2	23	46.0	22	48.9	4	36.4
2	3	5	10.0	4	8.9	2	18.2
3		2	4.0	2	4.4	1	9.1
		50	100.0	45	100.0	11	100.0

521 , 316  
 2.9 , 2.8 . ,  
 , 가

1.7

< 5-1 >



가

< 5-12>

( : , )

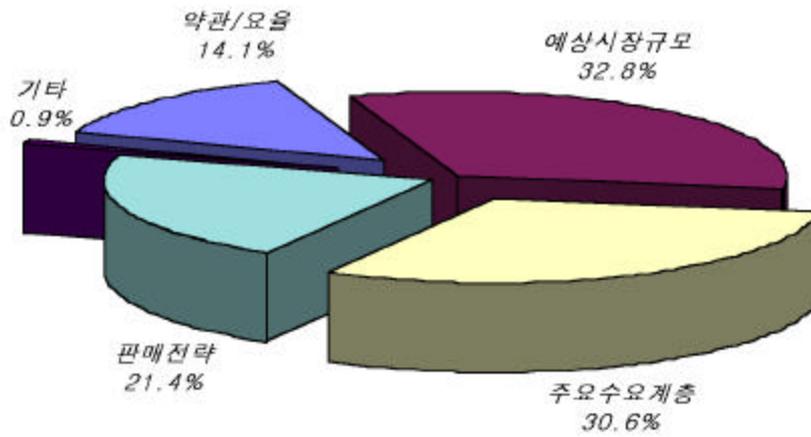
390.4	521.3	315.6	2.80	2.86	2.76	16.1	15.0	17.0

2)

가

, “ ”가  
 32.8%, “ ” 30.6%, “ ”  
 ” 21.4% .

< 5-2>



가  
 ( 78.9%) 가 가  
 가 “ ”  
 78.8% 가  
 88.9%  
 (3.7%), (7.4%)

< 5-13> 가

		(%)		(%)		(%)
	5	9.6	3	12.0	2	7.4
	6	11.5	5	20.0	1	3.7
	41	78.8	17	68.0	24	88.9
	0	0.0	0	0.0	0	0.0
	52	100.0	25	100.0	27	100.0

3)

가  
 68.3%가 “ ”  
 “ 가  
 18.2%

· 向後 商品開發戰略 關聯事項

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가)

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”가 24.2% 가

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< 5-14 >

	(%)			
	14.0	14.6	10.3	(35.6%) (28.8%)
	24.2	25.6	19.0	
	17.9	18.2	18.1	
	16.3	15.8	15.9	, (29.2%) (24.3%)
	17.8	18.1	16.8	(35.6%) (30.5%)
	9.7	7.8	19.8	D&O (28.0%) , PL (26.8%)
	100.0	100.0	100.0	

: 가 .

(1)

“ ” 35.6%, “ ” 28.8%

(2)

“ , “ ” 49.1%, “ , ”

42.1% .

“ ”  
35.6%, “ ” 30.5%

(3)

“ ”  
“ 29.2% , “  
” 24.3% .

(4)

가 “ ,  
(28.0%)” , “ , PL (26.8%)” , “ ,  
(22.7%)” , “ (22.1%)”

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가 “  
(33.5%)” , “ (31.3%)”

(niche market) ,

< 5-15> ( )

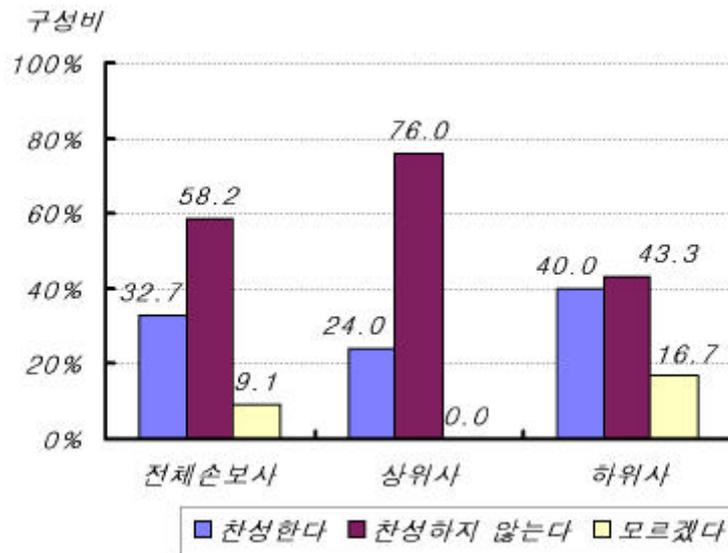
		(%)		(%)		(%)
	183	33.5	169	34.7	33	29.7
	86	15.7	78	16.0	19	17.1
	107	19.6	92	18.9	23	20.7
	171	31.3	148	30.4	36	32.4
	547	100.0	487	100.0	111	100.0

: 가 .

2)

( 2 3 ) ,  
 76.0% 가  
 , " "가 40.0%, " "가 43.3%

< 5-3 >



3) IMF

IMF

90.7%가 “ 가 ”

IMF ,

가

· 商品開發 制度改善 事項

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1)

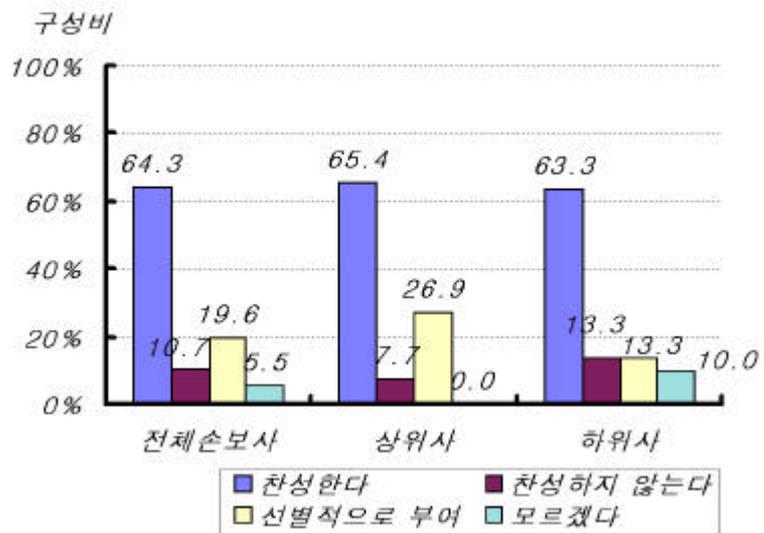
“가 64.3%, “가 19.6%  
83.9% 가

가

가

가

< 5-4 >



60.4%가 “6 1 ”, 27.1%가  
“6 ”  
2) /  
가  
/  
가 “, “ “, “  
”