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EZ_education: Business Plan

申聖贊

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Abstract

This business proposal presents EZ_education, a consulting agency dedicated to supporting Taiwanese students who aspire to study in South Korea. The plan addresses the increasing demand for international education fueled by the Korean Wave and favorable bilateral relations between Taiwan and South Korea. Through a comprehensive service model—including admissions consulting, visa application support, language program coordination, and post-arrival settlement assistance—EZ_education aims to deliver personalized and scalable solutions that meet the diverse needs of its clients.

The proposal integrates market research, competitor analysis, and detailed financial projections to validate the feasibility and profitability of the business. A five-year financial forecast demonstrates sustainable revenue growth, supported by a lean operational structure and strategic reinvestment plans. Key differentiators such as customized service packages, a bilingual support team, and local partnerships position EZ_education as a leading player in the Taiwan–Korea education corridor.

By leveraging digital platforms and maintaining a high-touch customer experience, EZ_education is poised to capture a significant share of the growing Taiwanese outbound education market. The venture is expected to reach breakeven within the first year and generate long-term value for both students and stakeholders through continuous innovation and regional expansion.

Keywords: Study Abroad Consulting, Taiwan–Korea Education, Educational Services, Student Support Programs

中文摘要



本商業企劃書介紹了容易留遊學，一家致力於協助臺灣學生赴韓國留學的專業留學顧問機構。隨著「韓流」的持續影響及臺韓之間良好的雙邊關係，出國留學的需求日益增長，本企劃正是為回應這一趨勢而制定。

容易留遊學提供全方位的個人化服務，包含入學諮詢、簽證申請協助、語言課程安排以及抵達韓國後的定居支援，致力於為不同需求的學生提供量身打造且具可擴展性的解決方案。

本企劃整合了市場研究、競爭者分析與詳盡的財務預測，以驗證該商業模式的可行性與獲利能力。五年期的財務預測顯示，容易留遊學將實現穩定的營收成長，透過精簡的營運架構與策略性再投資計劃，推動長期發展。個人化服務方案、雙語支援團隊以及在地合作夥伴等關鍵優勢，使容易留遊學在臺韓教育交流市場中具備明顯的領先地位。

透過善用數位平台並提供高品質且貼心的顧客服務，容易留遊學有望在臺灣日益成長的出國留學市場中佔有一席之地。預估本專案可於第一年內達成損益兩平，並透過持續創新與區域擴展，為學生與所有利害關係人創造長期價值。

關鍵字: 留學諮詢, 臺-韓教育, 教育服務, 學生留學服務

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1 Introduction

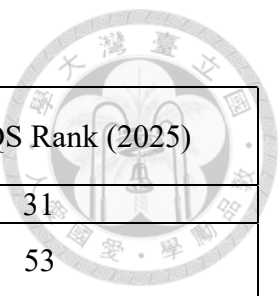
1.1 Study in Korea

In recent years, Korea has surged beyond the K-Culture phenomenon, firmly establishing itself as a leader in Asia's education market. It's truly a case of achieving success in both culture and education. Korean dramas, music, fashion, and the beauty industry are especially popular in Taiwan, and the Korean Wave has extended beyond fandom into a broad affinity and interest in Korea. (Sung Deuk Hahm, 2021 & Jimmyn Parc, 2022) This cultural familiarity has led Taiwanese youth to see Korea not just as a travel destination, but as a place to pursue new life opportunities. Among these opportunities, studying abroad stands out as one of the most tangible and accessible options.

Another major attraction is the high educational standards and global competitiveness of Korean universities. Leading Korean universities consistently rank highly in QS World University Rankings, particularly excelling in fields such as information technology, design, content creation, international business, media, and beauty. Korean universities are recognized for their high educational standards and global competitiveness. In the QS World University Rankings 2025, Seoul National University ranks 31st, KAIST 53rd, and Yonsei University 56th globally. (QS Rank, 2025) This reputation provides not only academic credibility but also the opportunity to become a globally competent professional, which appeals to both students and their parents.



Figure 1-1 : QS Rank in South Korea



Rank in South Korea	University	Global QS Rank (2025)
1	Seoul National University (SNU)	31
2	Korea Advanced Institute of Science & Technology (KAIST)	53
3	Yonsei University	56
4	Korea University	67
5	Pohang University of Science and Technology (POSTECH)	98
6	Sungkyunkwan University (SKKU)	123
7	Hanyang University	162
8	Ulsan National Institute of Science and Technology (UNIST)	280
9	Daegu Gyeongbuk Institute of Science and Technology (DGIST)	326
10	Kyung Hee University	328

From a financial perspective, studying in Korea is a reasonable choice. Compared to the U.S. or Europe, tuition fees and living expenses are relatively low.(Gooverseas, 2023) Most universities actively offer scholarships and dormitory benefits for international students.(Statistical yearbook of education, 2024) Some even run full English-language programs or have special admission tracks designed for international students, lowering the entry barrier. These institutional advantages are particularly appealing to middle-class Taiwanese families.

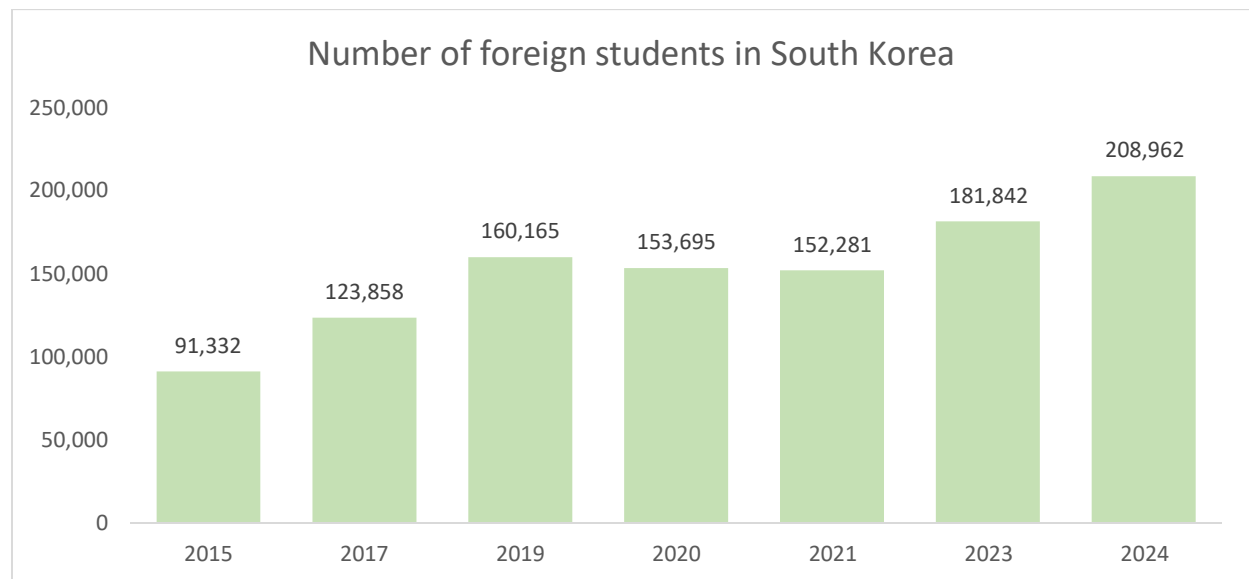
Additionally, studying in Korea offers strong career development opportunities. After graduation, students can obtain a work visa and seek employment in Korea. They may later return to Taiwan to work in Korean companies or Korean culture-related industries. As the Korean Wave continues to grow, industries such as content creation, translation, and international marketing present ideal career paths for students seeking knowledge and practical experience.

The Korean government and universities also play a positive role by implementing policies to attract international students. (Ministry of Education, 2025 & the Ministry of Foreign Affairs of Korea, 2025) These include scholarship programs led by the Ministry of Education, dedicated international student departments, and expanded multicultural programs on campus—all of which help students adapt and settle into life in Korea.



In 2016, the number of foreign students in Korea was 104,262. By 2023, this number had risen to 181,842. (Statistics Korea, 2023) Approximately 2,000 Taiwanese students are currently studying in Korea, with over 300 new applicants to Korean universities and graduate schools annually. (Data.go.kr, 2025) Including language centers, the total is expected to be even higher.

Figure 2-2 : Number of foreign students in South Korea



In conclusion, Taiwanese students are not merely drawn by cultural interests but are increasingly attracted to Korea due to educational quality, economic feasibility, and future career potential. Korea represents a realistic stepping stone toward their dreams and a strategic

platform for building global competencies.



2 Business Description

2.1 Business Overview of EZ_education

As interest in studying in Korea continues to grow, the needs of students preparing to study abroad are becoming increasingly diverse and specialized. However, there are very few consulting agencies in Taiwan that focus exclusively on Korean education. Existing agencies tend to concentrate on traditional destinations such as Japan, the United States, or Europe.(ITA, 2024) It is within this niche that EZ_education was established.

Figure 2-1 : Comparison of education costs for each country

Country	Avg. Annual Tuition (USD)	Avg. Annual Living Expenses (USD)	Total Estimated Annual Cost (USD)	Key Highlights
Korea	\$4,000–7,000	\$6,000–8,000	\$10,000–15,000	Affordable tuition, low living costs, strong scholarship options
USA	\$25,000–45,000	\$12,000–20,000	\$37,000–65,000	Top global universities, very high overall cost
UK	\$15,000–30,000	\$12,000–18,000	\$27,000–48,000	3-year bachelor's programs, high international fees
Japan	\$6,000–12,000	\$10,000–15,000	\$16,000–27,000	Low tuition at public universities, high urban living costs

EZ_education is not merely a study abroad agency that hands out information or just helps with document prep. We aim to be a genuine partner, accompanying students every step of the way, empowering them to pursue their dreams in unfamiliar Korea. Rather, it is a specialized consulting agency committed to helping Taiwanese students pursue Korean education more easily, accurately, and safely. The “EZ” in its name reflects the core

philosophy of minimizing fear, complexity, and stress in the preparation process—making studying in Korea “easy” for everyone.

EZ_education’s greatest strength lies in offering end-to-end services that cover the entire study abroad process—from academic counseling and school applications to visa processing, departure preparation, settlement in Korea, and ongoing support. The company maintains an internal team comprising consulting experts, translators, administrative professionals, and marketing staff. Additionally, it works in close collaboration with Korean universities, language institutes, and dormitory operators.

For instance, when a student approaches EZ_education, they receive more than a list of potential schools. The process begins with in-depth counseling to assess the student’s academic interests, language proficiency, and future career goals. From there, a customized admission strategy is developed, including school selection, requirement verification, scheduling, and document preparation. The application process includes coaching for personal statements and study plans, translation and notarization of documents, and guidance on recommendation letters.

Following the application, EZ_education assists with visa processing and settlement support. By staying updated on the latest information from the Korean Embassy, the agency helps students avoid unnecessary errors or delays in the visa process. Once a visa is issued, EZ_education offers a settlement package that includes accommodation matching, SIM card setup, transportation card registration, bank account creation, and health insurance enrollment. This practical, lifestyle-oriented support is a unique service offering that sets EZ_education apart from traditional agencies.

EZ_education does not stop at securing admission. Recognizing that post-arrival

support is even more crucial, the agency has established systems to assist students during their stay in Korea. These include online counseling, student communities, and a mentoring program that pairs newcomers with senior students, ensuring that no one feels isolated while studying abroad.



2.2 Business Location

EZ_education is headquartered in Taipei, the capital and cultural hub of Taiwan. Taipei has the highest demand for study abroad consulting services, with a high concentration of high schools and universities, as well as numerous education fairs and seminars. (ITA, 2024) Its location within the capital region also ensures excellent transportation accessibility, making it an ideal base for in-person consultations and events for students and parents.

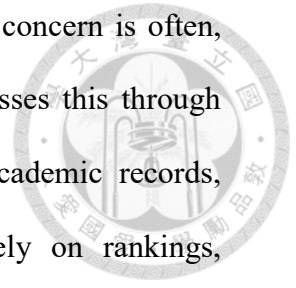
The company initially focuses on the Taipei market but plans to expand into Taichung and Kaohsiung. Each city will host regional offices, and a hybrid online-offline consultation model will be implemented to ensure nationwide service coverage.

In the long term, EZ_education aims to establish a local center or partner office in Korea, particularly in the Seoul metropolitan area. This would allow for real-time support services such as on-site guidance, career counseling, and community management, further enhancing the student experience after arrival in Korea. This approach clearly differentiates EZ_education from other study abroad consulting agencies.

3 Products and Services

3.1 Career and Academic Counseling

From the moment a student decides to study in Korea, their first concern is often, “Which school and which major should I choose?” EZ_education addresses this through personalized and in-depth consultations that consider each student’s academic records, interests, language skills, and career goals. Rather than relying solely on rankings, EZ_education identifies Korean universities and departments best suited to each individual. Comprehensive insights into curricula, faculty composition, support systems for foreign students, and career outcomes are provided.



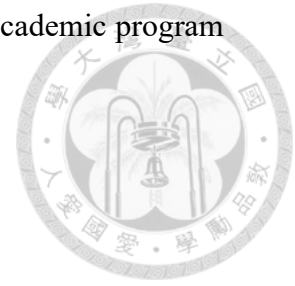
3.2 Admissions Documentation Coaching

Korean universities place a strong emphasis on the quality of application documents, especially for international applicants. Personal statements, study plans, and recommendation letters can certainly be the deciding factors in an admission outcome. Beyond merely well-written documents, they represent a crucial opportunity to showcase a student's true sincerity and potential. EZ_education offers expert coaching and multi-stage editing to help students articulate their strengths, experiences, and aspirations. Official document translation and notarization are also available, along with detailed guidance on submission formats and deadlines for each university.

3.3 Language Training Program Coordination

Language proficiency is crucial for successful study abroad experiences. Whether students require foundational Korean or TOPIK preparation, EZ_education connects them to appropriate language institutes in Seoul, Busan, Daegu, and other major cities. Options include full-time or part-time classes, dormitory arrangements, and even scholarship

opportunities. This helps students build language confidence before their academic program begins.



3.4 Visa and Embassy Support

Obtaining the correct visa is a critical step. With different visa types such as D-2 (degree programs), D-4 (language studies), and H-1 (working holiday)(Embassy of South Korea in Taiwan, 2025), EZ_education helps students choose the right one, prepare all required documents, and anticipate embassy interview questions. Booking embassy appointments and document checklists are also managed to prevent rejections and delays.

3.5 Settlement Support Package

After obtaining admission and visa approval, students face the challenge of settling into a new environment. EZ_education provides a comprehensive settlement support package that includes airport pickup, dormitory or shared housing placement, SIM card activation, public transit card setup, bank account creation, and health insurance registration. To help students settle smoothly into Korean life, they are provided with useful information and cultural adaptation tips about nearby facilities, hospitals, and even recommended restaurants.

3.6 Ongoing and Post-Study Support

EZ_education continues supporting students throughout their academic journey. Whether facing cultural shock, academic stress, or administrative issues, students have access to online consultations and peer mentoring programs. Services also include academic performance monitoring, leave of absence or re-enrollment guidance, and graduate school or

career counseling—ensuring long-term success even after graduation.



3.7 EZ_education of Services Packages

EZ_education offers a flexible and comprehensive range of services tailored to the diverse needs of Taiwanese students aspiring to study in South Korea. These services are categorized into three main formats: Basic Package, Premium Package, and Single Services. Each category is designed to accommodate different levels of support, budget preferences, and client expectations.

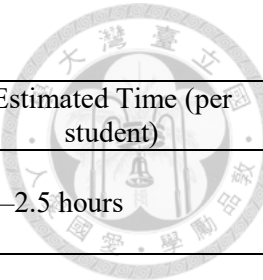
3.7.1 Basic / Standard Package

The Basic Package includes all essential services necessary for a successful application and entry into a Korean university or language program.

1. University Information Provision: Guidance on selecting suitable institutions and programs based on academic background and goals.
2. Document Review: Thorough checking of application materials such as transcripts, recommendation letters, and personal statements for content accuracy, formatting, and completeness.
3. Visa Application Guidance: Step-by-step support for preparing visa documents (D-2 or D-4), including translation assistance, submission scheduling, and embassy requirements overview.

This package is ideal for students who have already made preliminary decisions but require professional guidance through critical administrative processes.

Figure 3-1 : Basic / Standard Package Task Time



Task	Description	Estimated Time (per student)
1. University Information Provision	- 1:1 interview (30–45 mins)	2.0–2.5 hours
	- Program matching & email follow-up	
2. Document Review	- Transcript review: 20 mins	2.5–3.0 hours
	- SOP / PS feedback (2 rounds): 1.5 hours	
	- Recommendation letters & formatting: 40 mins	
3. Visa Application Guidance	- Visa document checklist & guidance: 20 mins	2.0–2.5 hours
	- Translation help (if needed): 1.5 hours	
	- Submission prep & embassy scheduling: 30–45 mins	

3.7.2 Premium / Comprehensive Package

The Premium Package builds upon the Basic offering and provides a full-service, hands-on experience from start to finish. It includes all the services in the Basic Package plus:

1. Personalized Career Counseling: Individualized study plans and school recommendations based on long-term academic and professional goals.
2. Essay and SOP Editing: One-on-one coaching and multiple rounds of editing for personal statements, motivation letters, and application essays.
3. Interview Preparation: Mock interviews and feedback sessions tailored to specific university requirements.
4. Arrival Support: Airport pickup, SIM card setup, bank account assistance, and dormitory move-in coordination.
5. Cultural Orientation & Life Mentoring: Real-time chat assistance, online webinars on life in Korea, and pairing with current or former students for peer mentoring.

- 
6. Emergency Contact Service: A 24/7 local contact in Korea for emergencies, providing peace of mind to students and parents.
 7. Post-Graduation Career Consulting (Initial Stage): Basic guidance on internship opportunities, resume polishing, and understanding Korean employment culture.

This package is recommended for students and families seeking a worry-free, fully assisted journey with maximum personal support.

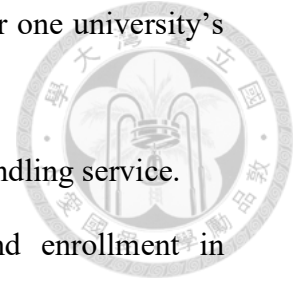
Figure 3-2 : Premium / Comprehensive Package Task Time

Task Category	Description	Estimated Time
(Included from Basic Package)	University Information, Document Review, Visa Support	6.5–8.0 hours
1. Personalized Career Counseling	- Intake interview (1 hr)	2.0–2.5 hours
	- Long-term goal mapping & follow-up	
2. Essay and SOP Editing	- Multiple drafts (3–4 rounds)	3.0–4.0 hours
	- 1:1 coaching session	
3. Interview Preparation	- Mock interview	1.5–2.0 hours
	- Feedback and Q&A	
4. Arrival Support	- Coordination (pickup, SIM, bank, dorm)	2.0 hours
	- Direct support or guided instruction	
5. Cultural Orientation & Life Mentoring	- Webinars and guides (prep and delivery)	2.5 hours
	- Peer matching and check-in follow-up	
6. Emergency Contact Service	- Setup, emergency line management (passive time, per student)	0.5 hours (setup & availability)
7. Post-Graduation Career Consulting (Initial)	- Resume review, internship listing advice, basic coaching	1.5 hours

3.7.3 Single service

For clients who prefer a customized experience or only need specific services, EZ_education offers individual service modules.

1. Application Support for Specific University: Full assistance for one university's application process.
2. Visa Application Only: Standalone visa filing and document handling service.
3. Short-Term Language Program Placement: Arrangement and enrollment in seasonal or short-term Korean language courses, including housing support if needed.



These services give clients the flexibility to choose and pay only for what they need while still benefiting from EZ_education's professional support and network.

3.8 Service Delivery Process

EZ_education follows a structured and client-centered approach to deliver seamless, high-quality consulting services. The entire process is broken down into five major phases, designed to support students at every phase of their study abroad journey—from the initial inquiry to post-graduation career support.

3.8.1 Phase 1: Initial Consultation and Diagnosis

Clients are invited to an initial consultation (either online or in-person), where an experienced consultant conducts a detailed needs assessment. During the initial consultation, we meticulously delve into not only a student's academic background and career goals but also their preferred university programs, language proficiency, personal interests, and even their realistic budget. Every single one of these elements is absolutely essential for crafting a personalized study abroad roadmap. Based on this input, a personalized study abroad roadmap is proposed, outlining suitable schools, timelines, and recommended service plans.



3.8.2 Phase 2: University Selection and Application Support

A curated list of recommended universities or language institutes is provided, including program details and entry requirements. Consultants help interpret and analyze each school's admissions criteria. Comprehensive application support is provided, including writing and editing applications and documents, reviewing personal statements and essays with multiple rounds of modifications, requesting recommendations and guiding how to format them, scheduling application submissions and document packaging.

3.8.3 Phase 3: Visa Preparation and Pre-departure Readiness

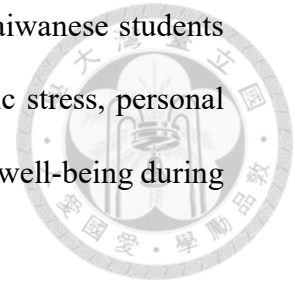
Support is provided for completing and submitting visa application documents (D-2 or D-4), with translations and embassy liaison if needed. It includes services such as flight reservation and proper insurance plan selection, pre-departure orientation programs, daily life in Korea, cultural adaptation and etiquette, safety tips and emergency contact procedures, and airport arrival guidance.

3.8.4 Phase 4: Settlement Support

For students using premium packages, we offer airport pick-up services on arrival, residential options (dormitory, shared apartment, host family) arrangement and guidance, SIM card activation and mobile pricing plan settings, bank account opening support, alien registration and residence card (ARC) application support services.

3.8.5 Phase 5: Academic and Lifestyle Mentoring

Students are connected with senior mentors—former or current Taiwanese students studying in Korea. Ongoing support is available for those facing academic stress, personal challenges, or emergency situations. The goal is to enhance adaptation and well-being during the stay in Korea.



3.8.6 EZ_education Client Proposal Scenarios

Figure 3-3 : EZ_education Client Proposal Scenarios

	Case	Client Profile	Proposed Package	Key Services
1	High School Student (with Parent)	17-year-old Taiwanese student interested in Korean media studies. Parent is concerned about safety and transition.	Premium Package (Full support with minor care and parent reporting)	Academic diagnosis, university matching, document editing, visa support, Korean language school, parent updates, post-arrival services
2	Working Professional (Graduate School)	29-year-old marketing specialist aiming for graduate studies in Korea. Interested in scholarships and career options.	Graduate School Application and Career Pathway Package	Career-academic alignment, university selection, scholarship application, document support, visa, career consulting
3	Short-Term Language Learner	25-year-old graphic designer seeking a 10-week summer Korean language program for cultural experience.	Short-Term Immersion Package	Program matching, housing, visa/insurance guidance, culture activities, certificate assistance

EZ_education provides an all-encompassing suite of services that support students throughout their study abroad journey in Korea. Rather than focusing solely on short-term success, the agency emphasizes long-term satisfaction and academic achievement. Each

service can be selected individually; however, most students opt for integrated service packages, co-designing this pivotal life transition with EZ_education as a trusted and strategic partner.



4 The Market

4.1 Market Attractiveness

The Korean study abroad market has become a highly attractive option for Taiwanese students and is now recognized as one of the fastest-growing and promising markets in recent years. (Sung Deuk Hahm, 2021 Aug) Korea's high-quality education and cultural similarities make it a study destination that offers excellent value for money.

Traditionally, Taiwanese students have preferred studying in Japan, the United States, and Europe. However, over the past five years, the demand for studying in Korea has rapidly increased. The growing influence of Korean pop culture among Taiwanese youth has evolved from mere interest to a motivator for academic pursuits, leading to an increasing number of students planning to apply to Korean universities. (Hye Sung Park, 2021)

Korea offers relatively low tuition fees and living expenses compared to other countries. With scholarships for international students, an increase in English-taught courses, and specialized administrative support, Korea presents a highly attractive environment for international learners.

Moreover, the strong post-graduation employment connection enhances Korea's appeal. Students can pursue careers in Korea or with Korean companies abroad, particularly in industries tied to the Korean Wave. As a result, studying in Korea is perceived as a strategic choice for career development, not just an educational journey.

Factors such as cultural familiarity, cost efficiency, academic excellence, and career opportunities all contribute to the rising and sustainable demand for studying in Korea within the Taiwanese education market.



4.2 Competitive Intensity

While many study abroad agencies exist in Taiwan, the majority focus on traditional destinations such as the United States, Japan, and the United Kingdom. Agencies specializing solely in Korean education are not only incredibly rare, but most existing services are also limited to simple language school introductions or basic document processing. It's precisely this gap in the market where EZ_education's differentiated value truly shines.

Thus, the Korean study abroad market is still considered a low-competition niche market. Most existing agencies lack a deep understanding of Korean admissions systems, visa processes, or scholarship structures, limiting their ability to provide comprehensive consulting services.

The market also suffers from a lack of differentiation and proper client satisfaction management. A specialized and structured brand like EZ_education has a clear opportunity to quickly establish market leadership.

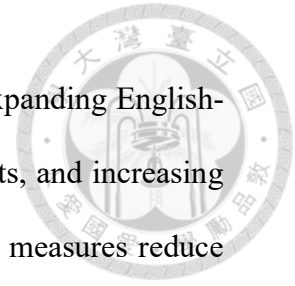
Key differentiators include a bilingual team fluent in Korean and Chinese, direct partnerships with Korean institutions, and a post-settlement support system—setting EZ_education apart from conventional agencies.

4.3 Market Trends

Several important trends are reshaping the Korean study abroad market and directly

influencing Taiwanese student demand:

Korean universities are actively pursuing internationalization by expanding English-taught courses, offering separate admission tracks for international students, and increasing scholarship and dormitory benefits. (Ministry of Education, 2025) These measures reduce entry barriers and increase actual enrollment potential.



With the rise of digital media consumption, students are increasingly exploring study abroad options through blogs, YouTube, and social media. This necessitates content-driven marketing and digital counseling strategies for agencies. (Meltwater, 2024)

A shift toward career-oriented study abroad is also evident. Students now pursue international education not just for degrees but for employment, entrepreneurship, dual citizenship, and international career planning. Korea's startup ecosystem and K-content industry further enhance this appeal. (nucamp, 2025)

There is a growing demand for personalized study abroad solutions. Students now view education abroad as part of their broader life and career strategy. Agencies must evolve to offer customized and advanced services.

These market trends provide a highly favorable environment for EZ_education, which aims to build a differentiated competitive edge through strategic service planning and brand positioning aligned with these trends.

4.4 Target Market

4.4.1 Target Audience

EZ_education primarily targets Taiwanese youth interested in studying in Korea. Although they vary in age, interests, and goals, they all share a cultural affinity for Korea and

a clear desire to transform their lives through education.



4.4.2 High School Students and University Applicants

High school students in Taiwan, familiar with Korean dramas and K-POP, are seriously considering Korean universities. Many have prior experience learning Korean or show interest in specific majors such as media, arts, design, and IT. These students need systematic support for admissions strategy, documentation, and language preparation.

4.4.3 University Students and Transfer Applicants

Some university students or recent graduates in Taiwan aim to transfer or pursue graduate studies in Korea for a better academic environment and future career opportunities. These students require tailored services including admission condition analysis, academic certification, and visa preparation.

4.4.4 Job Seekers and Working Professionals

Working professionals interested in employment in Korea or industries related to the Korean Wave pursue study abroad as a tool for career expansion. They opt for language training, master's programs, or working holiday visas and need career-focused planning and local networking support.

4.4.5 Parents

Parents are critical stakeholders in study abroad decisions. Their concerns center around safety, education quality, and career stability after graduation. EZ_education fosters

transparent and continuous communication with parents through briefings, online reports, and post-settlement feedback systems.



4.5 EZ_education Program Packages

4.5.1 Admissions Consulting Package

Target: High school students, university transfer applicants

Includes: Career counseling, major recommendation, university shortlist, editing of personal statements and study plans, transcript translation and notarization

Feature: Full-service application support maximizing admission success through personalized strategy

4.5.2 Language Training Matching Package

Target: Students or professionals needing language improvement

Includes: Language school recommendations, registration, scheduling, accommodation info, living cost guidance

Feature: Partnerships with schools in Seoul, Busan, and Daegu to offer cost-effective and quality programs

4.5.3 Settlement Support Package

Target: Admitted students, language trainees, working holiday participants

Includes: Airport pickup, dorm/shared housing placement, SIM card setup, bank and transportation card assistance, health insurance guidance

Feature: One-stop practical support for a smooth transition to life in Korea



4.5.4 Premium All-in-One Study Abroad Package

Target: Customers needing full-cycle management

Includes: Admissions + document coaching + visa processing + settlement + post-arrival support

Feature: Comprehensive end-to-end service ideal for busy students and parents

4.5.5 Post-Study Career Support Service

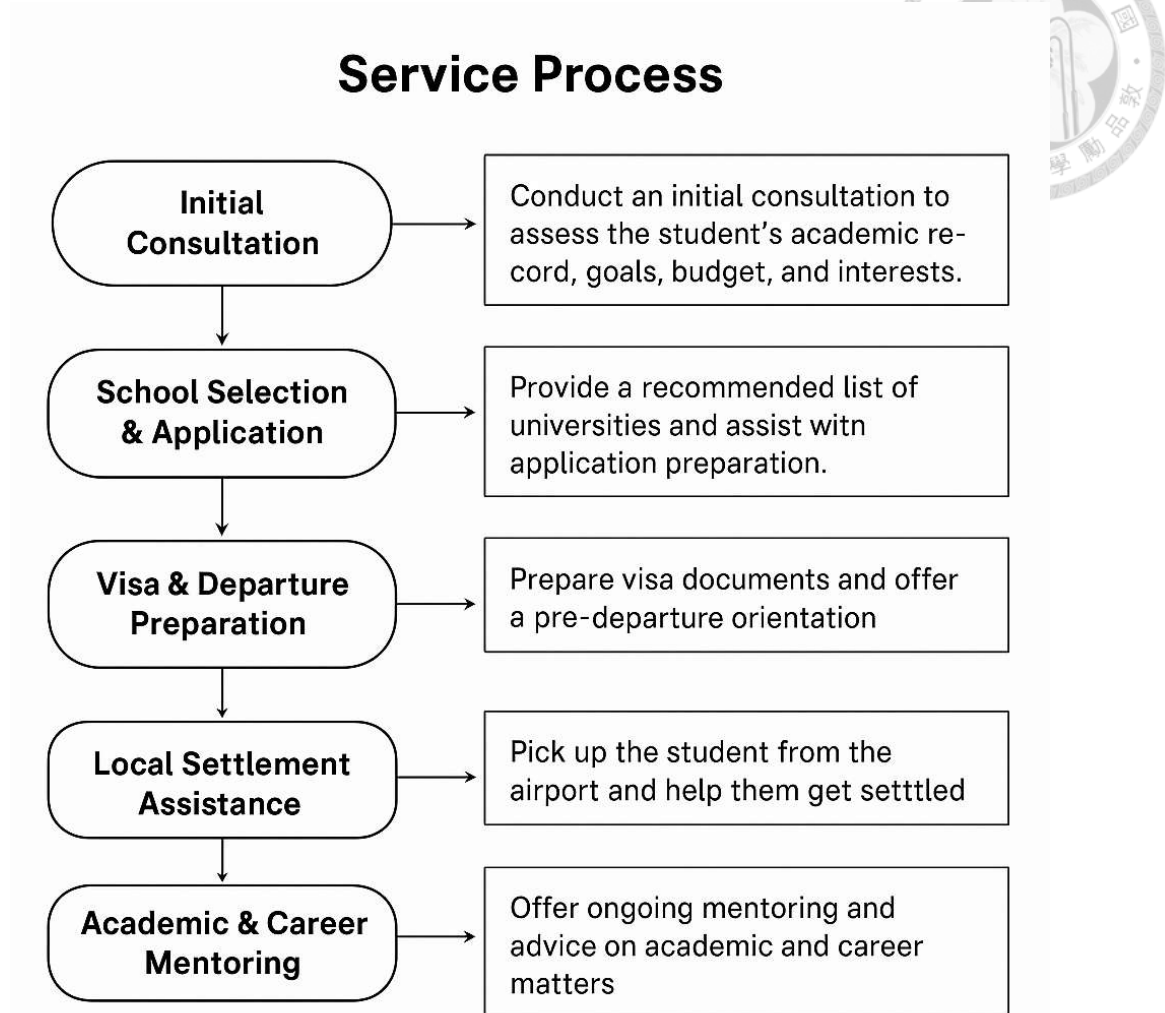
Target: Graduating students or those enrolled in programs

Includes: Graduate school consulting, job visa information, resume/interview guidance, job fair updates in Korea

Feature: Long-term career planning to support post-graduation success

EZ_education's offerings are designed not as rigid formats but as flexible combinations tailored to individual student needs. During consultation, the most suitable package is proposed based on the student's goals, timeline, and budget. This strategy maximizes customer satisfaction and encourages continued service usage—positioning EZ_education as a trusted partner throughout the entire study abroad journey.

Figure 4-1 : Service Process



4.6 PESTLE Analysis of EZ_education

4.6.1 Political Factors

EZ_education operates its business on the foundation of stable diplomatic relations between Taiwan and Korea. The two countries maintain close cooperative relationships in trade and cultural exchanges as well, and such political stability has a positive impact on the operation of its study abroad business. In particular, the Korean government's policy to expand the attraction of foreign students (GKS scholarships, simplified visas, strengthened

support for international students, etc.) helps EZ_education further enhance its service competitiveness. Given that the institutional environment for expanding cooperation with Korean educational institutions is well established, it is expected to plan programs to link with government agencies in the future.



Friendly diplomatic relations between the two countries facilitate the visa issuance process for students and instill a positive awareness of the study environment. Sudden changes in visa policy (e.g., stricter visa requirements, extended screening periods, etc.) can pose a direct threat to business.

4.6.2 Economic Factors

Taiwan is a society with active investment in education, and middle-class families are willing to spend considerable money on their children's overseas study. Korea is considered an attractive destination in terms of economic feasibility because tuition and living expenses are relatively cheaper than other major study-abroad countries such as the U.S. and Japan. And as Korean universities expand their scholarship programs for international students, the economic burden on customers decreases, which has a positive impact on their decision to study abroad. However, fluctuations in exchange rates or global economic uncertainties (e.g., interest rate hikes, inflation, etc.) can affect parents' decision to study abroad, so EZ_education needs a strategy to provide packages at various price points and to clearly convey value for money.

4.6.3 Social Factors

Due to the continuous popularity of the Korean Wave (K-POP, drama, food, etc.), the

interest of the younger generation in Korea is very high. The strong cultural favorability towards Korea naturally translates into a heightened demand for studying there. Building on this cultural affinity, EZ_education can roll out more strategic and tailored marketing initiatives. Another important social factor is parents' involvement in education.



In Taiwan, not only the international students themselves but also their parents are deeply involved in the entire process of studying abroad, so EZ_education should strengthen its communication system with parents and come up with a trust-based communication strategy. There is a perception that students can adapt quickly because there are few cultural differences between Taiwan and Korea due to the commonality of Confucian culture. Korea's high level of security and a relatively safe social atmosphere are important criteria for judgment, especially for Taiwanese parents who decide to study abroad for their children. This is a positive factor that reduces parents' anxiety. In addition, mentoring and community-building services that support international students' emotional stability and cultural adaptation are also emerging as important social needs.

4.6.4 Technological Factors

Demand for online-based study abroad consulting services is quite literally exploding, with counseling via video tools like Zoom and Google Meet now firmly established as an industry standard. In addition, digital infrastructure such as customer management systems (CRMs), online reservation systems, and mobile apps is an important means of enhancing internal operational efficiency while increasing customer convenience.

EZ_education provides digital-centric consulting services by establishing counseling and academic data sharing, settlement management, and progress tracking systems through

online platforms, and this technological foundation plays an important role in securing scalability and customer loyalty in the future. However, as students can easily find study abroad information online, traditional study abroad roles are threatened. This creates a reason why EZ_education should provide customized consulting and professional advice beyond just delivering information.



4.6.5 Legal Factors

EZ_education must closely monitor the ongoing changes in visa requirements, admission conditions, policies related to the Ministry of Education, etc. related to studying in Korea, and it is important to provide this information to customers in real time. In addition, the privacy laws and e-commerce laws of both Taiwan and Korea must be strictly observed. The internal data security policy and the external contract management system must be strictly maintained, especially as it deals with sensitive information of students (e.g., passport copy, academic background, etc.). In Taiwan, the registration and operating standards as a legitimate study abroad consulting provider must also be faithfully fulfilled.

4.6.6 Environmental Factors

Since the COVID-19 pandemic, interest in health and safety has increased significantly, and international students and parents are sensitive to emergency response systems, hygiene, and access to medical care while studying abroad. In response, EZ_education is strengthening services such as airport pickup, initial settlement guides, guidance on local medical systems, and establishment of emergency contact networks, which serve as a key factor in increasing customer trust.

EZ_education holds significant strategic opportunities in the political and social spheres, particularly due to the popularity of the Korean Wave and the South Korean government's strong policies to attract international students. However, economic factors such as exchange rate fluctuations and environmental factors like pandemics pose considerable and unpredictable risks to business operations. Therefore, the business plan should be strengthened to not only maximize these favorable opportunities, but also clearly outline contingency strategies to mitigate potential threats.

4.7 In-depth interviews for market testing

To evaluate the market feasibility and strategic alignment of EZ_education's business model, this study employed in-depth qualitative interviews as the primary research method. In contrast to surveys or large-scale quantitative instruments, in-depth interviews were selected for their capacity to uncover nuanced insights, personal motivations, and unspoken pain points—particularly valuable when exploring high-involvement services such as international education consulting.

4.7.1 Participant Selection (students)

Three interviewees were selected using purposive sampling, representing core customer segments of EZ_education:

Student A – A Taiwanese high school senior currently preparing to apply to Korean universities.

Student B – A Taiwanese university student intending to transfer or pursue graduate studies in Korea.

Student C – A student currently studying in Korea, who has already completed the admission and relocation process.

The interviews were semi-structured, consisting of 10 open-ended questions designed to explore the following dimensions:

Motivations for choosing Korea as a study destination

Information sourcing and pain points during the preparation phase

Perceptions of existing agencies and services

Willingness to pay for consulting services

Preferences for value-added support such as visa help, settlement, and mentoring

Interviews were conducted individually, either face-to-face or via video call, and each session lasted approximately 30–40 minutes.

4.7.2 Interview Results (students)

All three participants expressed strong motivation to study in Korea, citing cultural affinity, the popularity of K-pop and K-dramas, and perceived academic excellence as key drivers. Student A mentioned, “Korea feels familiar and exciting. I want to study media or fashion, and Korea is the best place for that in Asia.” Student B added, “I think Korean universities have good reputations, especially in IT, and the tuition is more affordable than in the U.S.” Student C highlighted the growing prestige of Korean degrees and post-graduation job opportunities.

Participants preparing to study abroad (A and B) reported difficulties in finding accurate and up-to-date information in Chinese. Student A noted that “most information online is outdated or only about language schools.” Student B struggled with “understanding

the admissions process and whether I am eligible for graduate programs.” These findings reinforce the need for professional, localized consulting support.

All three students expressed a strong interest in bundled services covering the full journey—from school selection and document support to visa and settlement. Student A said, “I would feel safer if one company could help me from start to finish.” Student C emphasized the value of “post-arrival support,” stating that “navigating daily life in Korea was harder than I thought. Help with housing, SIM card, and health insurance would have made a big difference.”

The interviews confirm that there is strong demand among Taiwanese students for a specialized, full-service consulting agency focused on Korean education. Major information gaps, weak agency presence, and post-arrival difficulties suggest a clear market opportunity.

4.7.3 Participant Selection (University officer)

The interviews were structured to address the following objectives:

Identify the motivations, expectations, and concerns of Taiwanese students considering studying in Korea.

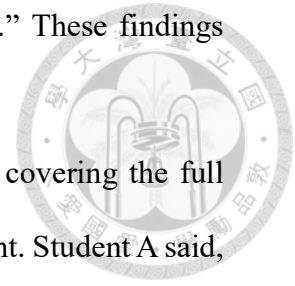
Assess the perceived value of a full-service consulting model.

Understand institutional pain points and partnership requirements from Korean universities.

Explore the potential for long-term collaboration and operational alignment.

4.7.4 Interview Results (University officer)

To explore institutional collaboration opportunities and assess receptivity to strategic



partnerships, in-depth interviews were conducted with two key university stakeholders in South Korea: a Korean language institute administrator (Interviewee A) and a foreign admissions officer (Interviewee B). The interviews provided important insights into the current status of Taiwanese student enrollment, institutional needs, and potential cooperation models.

Both interviewees confirmed that the number of Taiwanese students enrolled has been steadily increasing over the past few years. Korean cultural familiarity, especially among younger demographics, was cited as a major driver behind this upward trend.

Despite growing interest from Taiwan, most universities have limited direct marketing activities in the region. Promotion is largely conducted through local education fairs or third-party agencies. Both interviewees expressed openness to deeper local engagement and more structured promotional efforts in Taiwan.

While some institutions have informal communication with agencies, formal partnerships are rare. However, both interviewees acknowledged that working with a reliable, specialized agency like EZ_education could help streamline document processing and reduce administrative burden.

For partnership to be successful, schools emphasized the importance of reliable communication, accurate documentation, and a professional approach that aligns with the university's reputation. Clear division of responsibilities and ongoing updates about students were also cited as necessary.

4.8 Interview conclusion

The findings from in-depth interviews with both prospective customers and

institutional partners affirm that EZ_education's business model addresses a clearly defined and underserved need within the Taiwan–Korea education corridor.

In conclusion, the interviews validate EZ_education's strategic positioning as a differentiated, high-value service provider. The model is not only aligned with emerging student expectations and institutional needs but also well-timed to capitalize on the rising popularity of Korean education among Taiwanese youth. These findings confirm that EZ_education is entering the market with strong product-market fit and clear avenues for sustainable growth.

5 Business Model & Strategy

5.1 Main Competitors

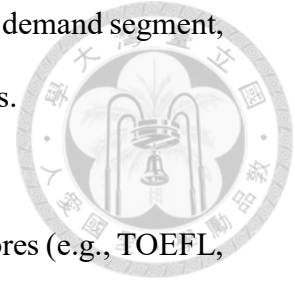
When considering the broader study abroad market, major competitors to Korean education consulting include agencies specializing in placements to the United States and Europe—regions that have traditionally attracted a large number of Taiwanese students due to their English-speaking environments and globally recognized institutions. These competitors often offer services centered on Ivy League schools, U.S. public universities, U.K. Russell Group institutions, and other top-tier European universities.

However, EZ_education's core business is strategically positioned and differentiated in several ways, limiting the direct impact of these global competitors on our operations:

Distinct Target Audience & Motivation

Students who pursue Korean education generally have different motivations compared to those aiming for the U.S. or Europe. Many are drawn to Korea due to cultural affinity (K-pop, K-drama), geographical proximity, lower tuition and living costs, and

increasing global recognition of Korean universities. This creates a separate demand segment, rather than one in direct competition with Western-focused consulting firms.



Language and Visa Requirements

U.S. and European destinations require standardized English test scores (e.g., TOEFL, IELTS, SAT/ACT), complex visa procedures, and significantly higher financial commitments. In contrast, Korea offers more accessible entry points (e.g., TOPIK-based admission or Korean language school pathways), making it appealing to students who seek a more practical and culturally familiar environment.

Localized Expertise and Support

EZ_education provides highly localized, personalized, and post-arrival services—including visa processing, settlement mentoring, and real-time support—which U.S./EU-focused agencies generally do not offer for Korea. Our local knowledge and real-time networks in Korea are unique assets that Western competitors cannot replicate without a physical presence and language fluency in both Taiwanese and Korean contexts.

Different Value Propositions

Agencies promoting study in the U.S. or Europe typically focus on academic prestige and research strength. EZ_education, in contrast, emphasizes emotional and practical value—such as real-time support, integration into Korean life, and a smoother cultural transition. This emotional alignment and hands-on service delivery offer an experience that Western competitors are not structured to provide.

In conclusion, while global study-abroad consultants may appear as macro-level competitors, their service models, target segments, and value propositions are fundamentally different. As such, their presence in the market does not pose a significant threat to

EZ_education's sustainable growth within the Korea-focused niche.



5.1.1 Company Name: LoveLoveKorea (趴趴走遊學村)

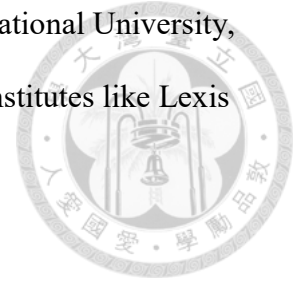
Basic Information

- Website: <https://lovelovekorea.com>
- Headquarters: Taipei, Taiwan
- Operating Hours: Weekdays, 9:00 AM – 6:00 PM
- Target Audience: Taiwanese students interested in studying in Korea
- Languages Supported: Mandarin Chinese

Business Characteristics

- Service Scope:
 - Offers short-term and long-term Korean language programs, university admissions support, and special-interest courses such as makeup, culinary, or K-beauty programs.
 - Provides accommodation assistance, including dormitories, one-room rentals, and homestays.
 - Supports visa processing, document notarization, airport pickup, and insurance arrangements.
 - Shares Korean learning materials and student life tips on its website.
- Partner Institutions:

- Collaborates with major Korean universities such as Seoul National University, Yonsei University, Korea University, and private language institutes like Lexis Korea and Ganada Korean Language School.
- Website Functionality:
 - Features online inquiry forms, registration tools, and some updates on school schedules.
 - Acts as an information hub rather than a fully integrated consulting platform.



Strategic Positioning

- Broad Program Offering: Attracts a wide range of clients by providing various educational tracks—from basic Korean learning to full-degree programs and niche lifestyle courses.
- Institutional Collaboration: Relies heavily on official partnerships with Korean education providers for credibility.
- Information-Centric Model: Emphasizes comprehensive website content as a key marketing tool, enabling self-navigation for interested users.

Weaknesses

- Limited Differentiation: The services offered tend to be standardized and focused on basic program introductions. There is limited evidence of in-depth strategic consulting, customized career guidance, or psychometric admissions planning.

- Underdeveloped Digital Strategy: The brand lacks active content marketing on platforms like YouTube or Instagram and does not showcase student success stories or thought leadership.
- Weak Post-Arrival Services: Settlement support appears limited to logistical arrangements; there is no structured system for mentoring, alumni networking, or long-term career development.
- No Emphasis on Career-Oriented Study Abroad: Little mention of employment support, industry-specific counseling, or Korean work visa pathways.

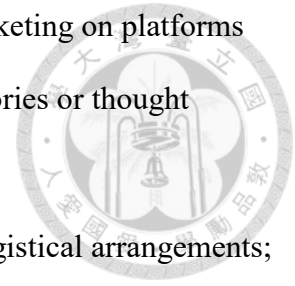


Figure 5-1 : LoveLoveKorea (趴趴走遊學村)

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5.1.2 Company Name : TILC (時代國際英日韓語)



Basic Information

- Company Name: Language World Taiwan (時代國際英日韓語)
- Website: <https://www.language-world.com.tw/study-korea.html>
- Headquarters: Taipei, Taiwan
- Primary Focus: Language education (English, Japanese, Korean) and study abroad consulting
- Target Audience: Taiwanese students interested in studying in Korea

Business Characteristics

- Service Offerings:
 - Comprehensive information on studying in Korea, including advantages, education system, eligibility, exams, language schools, application procedures, tuition & living expenses, scholarships, and part-time work opportunities.
 - Guidance on choosing Korean language schools and understanding the structure of Korean language programs.
 - Details on application timelines for language schools and universities in Korea.
- Educational Content:
 - Provides insights into the Korean education system, including the 6-3-3-4 structure and types of higher education institutions.

- Explains the requirements for studying in Korea, such as TOPIK scores and application procedures.
- Language Programs:
 - Offers Korean language courses, including conversation classes and TOPIK preparation.
 - Provides online and in-person classes for various languages.



Strategic Approach

- Information-Centric Model: Emphasizes providing detailed information on studying in Korea to assist students in making informed decisions.
- Integrated Language and Study Abroad Services: Combines language education with study abroad consulting to offer a comprehensive service package.
- Broad Geographic Focus: Offers study abroad consulting for multiple countries, including Korea, Japan, the USA, Canada, the UK, Australia, and New Zealand.

Weaknesses

- Limited Personalization: Services appear to be more generalized, with less emphasis on personalized consulting tailored to individual student needs and goals.
- Lack of Post-Arrival Support: No clear information on support services for students after arriving in Korea, such as settlement assistance or ongoing counseling.
- Minimal Digital Engagement: Limited presence on digital platforms and social media, which may affect outreach to younger audiences.

- No Mention of Career Services: Does not highlight services related to career planning or job placement in Korea post-graduation.



Figure 5-2 : Language World Taiwan (時代國際英日韓語)

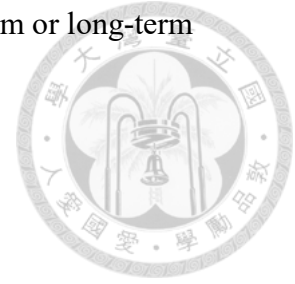


5.1.3 Company name: EF Education First Taiwan

Basic Information

- Company Name: EF Education First Taiwan
- Website: <https://www.ef.com.tw/pg/study-abroad/korea/>
- Headquarters: Taipei, Taiwan
- Global Presence: Over 50 campuses worldwide, including a Korean language center in Seoul's Gangnam district

- Target Audience: Taiwanese students aged 7 to 50+, seeking short-term or long-term Korean language immersion programs



Business Characteristics

- Program Offerings
 - Short-term Korean language courses: 2–6 weeks, with flexible weekly start dates
 - Long-term academic year programs: Up to 52 weeks, designed for students aiming to enroll in Korean universities
 - Age-specific programs: Tailored courses for various age groups, including teens, young adults, professionals, and seniors
 - Accommodation: Homestays or EF-managed dormitories, with meal plans included
 - Cultural activities: Organized events and excursions to enhance cultural immersion
- Support Services
 - Language proficiency preparation: Assistance in achieving the required TOPIK levels for university admission
 - Digital tools: Access to EF Campus Connect and EF Campus Learning platforms for continuous learning support

Strategic Approach

- Global Brand Recognition: Leverages EF's international reputation and extensive network to attract students
- Comprehensive Packages: Offers all-inclusive programs covering tuition, accommodation, meals, and activities

- Flexible Scheduling: Provides weekly start dates to accommodate students' varying schedules
- Cultural Integration: Emphasizes cultural experiences alongside language learning to provide a holistic educational journey



Weaknesses

- Standardized Programs: EF primarily offers fixed-package programs with limited room for customization. This may not appeal to students seeking more flexible or personalized academic strategies.
- Limited Focus on University Admissions: While EF provides strong language immersion, it does not offer comprehensive consulting for Korean university admissions, including documentation, visa processing, or academic matching.
- Lack of Career Services: EF's offerings are mostly limited to language and cultural experiences, with no direct support for post-study career planning, internships, or work visa preparation in Korea.
- Premium Pricing: As a globally recognized brand, EF's programs are often priced at a premium, which may deter cost-sensitive Taiwanese students or middle-income families.

Figure 5-3 : EF Education First Taiwan



5.1.4 Company name: BO International

Basic Information

- Company Name: BO International
- Website: <https://bointl.net/korea-expenses/>
- Headquarters: Taiwan
- Primary Focus: Study abroad consulting services, including programs in Korea
- Target Audience: Taiwanese students interested in studying abroad, particularly in Korea

Business Characteristics

- Service Offerings
 - Provides information on the costs associated with studying in Korea, including tuition fees, living expenses, and other related costs

- Offers guidance on selecting suitable programs and institutions in Korea
- Assists with application procedures and documentation
- Provides support for visa applications and pre-departure preparations
- Educational Content
 - Shares detailed breakdowns of expenses for studying in Korea, helping students plan their budgets effectively
 - Offers insights into the Korean education system and available programs



Strategic Approach

- Cost Transparency: Emphasizes providing clear and detailed information on the financial aspects of studying in Korea, aiding students in making informed decisions
- Comprehensive Support: Aims to offer end-to-end services, from program selection to pre-departure preparations
- Information Accessibility: Utilizes their website to share valuable information, making it accessible to a wide audience

Weaknesses

- Limited Personalization: Services may be more generalized, lacking tailored consulting that addresses individual student needs and aspirations
- Minimal Post-Arrival Support: No clear information on support services for students after arriving in Korea, such as assistance with settlement or ongoing counseling
- Digital Engagement: Limited presence on digital platforms and social media, which may affect outreach to younger, tech-savvy audiences

- Career Services: Does not highlight services related to career planning or job placement in Korea post-graduation



Figure 5-4 : BO International



5.1.5 Company name : EDM Education Taiwan

Basic Information

- Company Name: EDM Education Taiwan (EDM 韓國留學中心)
- Website: edmtw.com
- Main Focus: Study abroad consulting, specializing in Korea, the UK, Australia, Canada, and Japan
- Target Audience: Taiwanese students planning to study in Korea for language training, undergraduate/graduate degrees, or K-content industry careers

Business Characteristics

- Service Offerings:

- 
- Korean language school applications (e.g., Yonsei KLI, Sogang KLEC, Ewha, Korea University)
 - University admissions assistance (undergraduate, transfer, and graduate school)
 - Visa application support, document translation, and notarization
 - Airport pickup and short-term accommodation arrangements
 - Online and offline consultation services
 - K-POP, makeup, beauty, and Korean culture experience programs
 - Marketing Tools
 - Actively publishes Korean education tips, school guides, and testimonials on social media
 - Offers promotions such as tuition discounts or free consulting for early applicants
 - Local Events
 - Hosts regular “Study in Korea” seminars and information sessions in Taipei and Kaohsiung

Strategic Approach

- Brand Power & Recognition: EDM has strong brand recognition and is one of the most visible Korean study abroad consulting agencies in Taiwan.
- Specialization in Korea: Operates a dedicated Korean education team with extensive local university partnerships.
- Experiential Education Focus: Taps into the Korean Wave by offering niche programs like K-beauty or K-culture boot camps, which attract students beyond traditional academics.

- Dual Presence: Has offices both in Taiwan and in Seoul, allowing for real-time, on-the-ground support in Korea.



Weaknesses

- Scalability Over Personalization: Due to high student volume, 1:1 deep consulting may be less personalized than boutique agencies like EZ_education.
- Package-Driven Services: Offers standardized packages that may lack the flexibility some students seek.
- Marketing vs. Mentorship: While marketing is strong, long-term post-study support such as job placement or graduate mentorship is less emphasized.

Figure 5-4 : EDM Education Taiwan (EDM 韓國留學中心)



Figure 5-5 : Competitor's Comparison



Service Category	EZ_education	Local agency (e.g., Language World Taiwan)	Large Global Chain (e.g., EF Education First, EDM)	Direct University Recruitment
1. Personalized Academic Consulting	Strongness: Provides detailed personal diagnosis & custom roadmap	Normal: Mostly offers standardized programs	Good: Offers options for many countries, but less specialized for Korea	Limited: Only provides information for its own university
2. Application Document Support	Strong: In-depth support including essay editing and recommendation coaching	Good: Handles basic document submission	Good: Handles basic document submission	Limited: Focuses on application form guidance only
3. Visa Application Processing	Strong: Provides document translation and embassy liaison	Good: Offers visa application services	Good: Offers visa application services	Limited: Only provides visa information
4. On-site Settlement Support	Strong: Airport pickup, accommodation arrangement, bank account setup, etc.	Poor: Service usually ends before departure	Fair: Provides some optional paid services	Poor: Only offers dormitory information
5. Local Mentoring Program	Strong: Mentoring with current/former students, lifestyle support	Poor: Not offered	Poor: Not offered	Poor: Not offered
6. Price Positioning	Competitive Mid-Range (offers premium packages)	Mid-to-High Price	High Price (Global Brand)	Free information
7. Key Target Customer	Taiwanese middle-class (Korea study focus)	All countries	All countries	Students interested in a specific university

5.2 Competitor Analysis & EZ_education Strategy

The Korean study abroad consulting space in Taiwan is growing, yet still underserved in terms of high-touch, full-cycle, and career-oriented services. While major competitors offer varying combinations of language programs, admissions help, and cultural experiences, none fully integrate personalized consulting, post-arrival mentoring, and long-term career support.

This opens a unique opportunity for EZ_education to emerge as a premium, lifecycle-focused brand—not just a “study abroad agency,” but a strategic partner for Korea-bound education and careers.

Figure 5-6 : Competitor Analysis & EZ_education Strategy



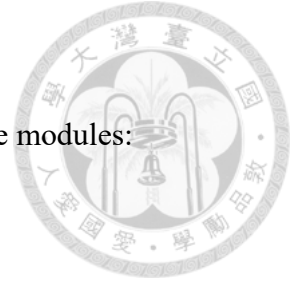
Content	Competitor Weakness	EZ_education Opportunity
Personalization	One-size-fits-all packages (EF, BO, Language World)	Offer deep 1:1 consulting, admissions planning, and custom pathway mapping
Career services	No real employment guidance or industry linkage (All)	Launch post-graduation career coaching, resume/visa/interview prep, and internship pipelines
Post-Arrival Support	Minimal support after arrival in Korea (EF, BO, LoveLoveKorea)	Build robust local service model: Seoul-based partners, emergency help, lifestyle onboarding
Digital Engagement	Low social media/CRM use (BO, Language World, LoveLoveKorea)	Leverage digital platforms: LINE/Instagram presence, CRM dashboard, online bookings
Parental Trust	Limited parent engagement tools (All)	Offer monthly progress reports, direct parent channels, and safety/trust guarantees
Cultural Positioning	Broad or multi-country focus (EF, Language World)	Build a “Korea-Only” specialist brand with cultural, linguistic, and educational depth

5.2.1 EZ_education Strategy

Position as a Korea-Focused “Strategic Life Partner”

- Go beyond school matching—emphasize your role in shaping students’ life paths and global careers through education in Korea.
- Use brand storytelling (e.g., student transformation journeys) to build emotional resonance and trust.

Launch Modular Consulting Packages



- Create transparent, value-for-money pricing models with customizable modules:
 - Base consulting
 - Documentation + visa support
 - Post-arrival service bundle
 - Career & internship coaching
- This approach enables price-sensitive entry while upselling value-added services.

Establish a Seoul-Based Local Partner Office

- Differentiate from all competitors with real-time, in-Korea presence:
 - Airport pickup
 - Dorm check-in help
 - Cultural adaptation workshops
 - Korea-based hotline or student center

Develop a Digital-First Student Portal

- Build an intuitive, mobile-accessible platform where students can:
 - Book consultations
 - Upload and track documents
 - Receive schedule alerts
 - Access Korean learning & visa guides

Expand into Long-Term Career Guidance

- Partner with Korean companies or alumni networks to support:
 - On-campus job fairs
 - Job-matching services
 - K-content or tech industry pipelines
 - Graduate school counseling in Korea



Double Down on Trust Marketing for Parents

- Run webinars for parents on safety, ROI, and career outcomes
- Offer multilingual communication and monthly report cards on progress
- Establish parental satisfaction guarantees (e.g., refund options or accountability checkpoints)

5.3 Business Model Canvas

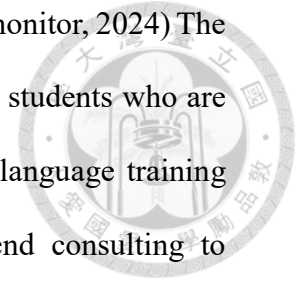
5.3.1 Value Propositions

EZ_education provides a premium, all-in-one consulting service that helps Taiwanese students prepare for study in Korea easily and reliably. Going beyond basic information, it offers total care across all stages—from admissions to post-arrival settlement. The service is distinguished by its long-term support system, real-time connections with Korean institutions, and mentoring programs.

5.3.2 Customer Segments

EZ_education targets a diverse range of customer groups, all unified by their interest

in pursuing academic or professional opportunities in South Korea.(ICEF monitor, 2024) The primary customer segment includes Taiwanese high school and university students who are preparing to study in Korea, either through undergraduate admission or language training programs. These students often seek structured guidance and end-to-end consulting to navigate complex admissions procedures and cultural transitions.



A secondary but growing segment includes students seeking to transfer universities or those applying to graduate schools in Korea.(Yueh-Chun Huang, 2022) These individuals typically require more specialized support, including academic planning, advanced language preparation, and assistance with research proposals or portfolios.

EZ_education also caters to young professionals who are exploring career shifts through short-term language study or Korea's working holiday program. This segment values both language immersion and career upskilling, often seeking programs that combine education with real-world exposure in Korea.

In addition, the agency recognizes the influential role of parents, especially those supporting their children's study abroad decisions. These parents often drive financial and strategic planning and require regular progress updates and transparent service processes to feel secure in their investment.

Lastly, EZ_education serves career-focused individuals who aim to secure employment in Korea or expand into global careers through Korean education credentials. This segment seeks practical guidance on program selection, post-graduation work opportunities, and long-term career strategy.

By tailoring its services to the unique needs of each customer group, EZ_education effectively positions itself as a specialized and trusted partner in Korea-bound educational

consulting.



5.3.3 Channels

EZ_education leverages a hybrid approach of both online and offline channels to effectively reach, engage, and support its diverse customer base. The company's official website serves as the central platform for service introductions, online consultation booking, and information dissemination. Through a seamless user experience, students and parents can explore available programs, submit inquiries, and schedule one-on-one consultations with education specialists.

In the digital sphere, EZ_education actively utilizes social media platforms such as Instagram, Facebook, and YouTube to drive brand awareness and engage with prospective clients.(EC innovations, 2025) These channels are used for content marketing—sharing success stories, Korean university information, study tips, and updates about the Korean education system—while also creating an approachable brand image and fostering trust through authentic student experiences.

On the ground, EZ_education operates an offline consultation office in Taipei, offering face-to-face advising sessions and walk-in support for clients who prefer in-person interactions. This physical presence enhances accessibility and credibility, particularly among parents or students who seek direct guidance.

Additionally, the company participates in school and university fairs, seminars, and information sessions, collaborating with educational institutions to meet students at the point of decision-making. These events serve as critical touchpoints for building visibility and nurturing early interest in Korean education.

To maintain ongoing communication, EZ_education offers 1:1 messaging through LINE, one of the most widely used communication apps in Taiwan. This real-time, personalized channel ensures timely updates, individualized support, and responsive service throughout the student's entire journey—from initial inquiry to post-arrival in Korea. (EC innovations, 2025)

By strategically integrating digital tools with human touchpoints, EZ_education ensures accessibility, responsiveness, and meaningful engagement across the full customer journey.

5.3.4 Customer Relationships

EZ_education is committed to building long-term, trust-based relationships with its clients, going far beyond transactional interactions. At the core of this approach is personalized and ongoing consulting, in which each student receives tailored guidance based on their academic background, career goals, and language proficiency. This one-on-one advising continues throughout the entire study abroad journey—from initial planning to life after arrival in Korea—ensuring continuity and confidence at every step.

To enhance community engagement and strengthen brand credibility, EZ_education implements community marketing strategies built on customer testimonials and student success stories. By sharing real experiences through social media and events, the company builds trust and encourages word-of-mouth referrals, which are particularly powerful in the education sector.

The company also offers structured student mentoring programs, connecting current or past clients who have studied in Korea with new applicants. These peer-to-peer connections

provide practical insights, emotional support, and cultural advice, helping new students feel more prepared and welcomed even before departure. (LIFOLOGY, 2024)

Recognizing the importance of parental involvement, EZ_education provides monthly feedback reports to parents, outlining their child's preparation progress, documentation status, and key milestones. This level of transparency builds trust and reassures parents that their investment is being carefully managed.

Finally, EZ_education provides career counseling and alumni network services, maintaining long-term connections with students even after their study period ends. By helping clients explore employment or further education opportunities in Korea and abroad, the company ensures that its value extends well beyond admissions.

This holistic, relationship-centric approach distinguishes EZ_education as not just a service provider but a dependable partner throughout the entire academic and career lifecycle.

5.3.5 Revenue Streams

EZ_education generates revenue through a diverse mix of consulting fees, service commissions, and value-added offerings, allowing for both scalability and financial stability.

The primary source of income comes from admissions consulting fees, which are offered on a package-based model. These packages typically include career counseling, document preparation, and application support tailored to the needs of each student. By bundling services into comprehensive, goal-oriented packages, EZ_education ensures transparency in pricing and enhances perceived value.

In addition, the company earns commissions from language program registrations, serving as an authorized intermediary for top Korean language institutes. These commissions

are generated when students enroll in partner programs through EZ_education, aligning mutual incentives between the agency and educational institutions.

Another revenue stream comes from settlement support services, such as airport pickup, housing assistance, SIM card activation, and bank account setup. These services are offered as paid optional add-ons for students who want a smooth and stress-free transition to life in Korea.

EZ_education also receives affiliate commissions from Korean universities and language schools, particularly for students who enroll through the agency's recommendation. These institutional partnerships provide a secondary income stream while reinforcing the agency's credibility and network strength.

Lastly, the company offers additional paid services, such as interview preparation, document translation, notarization, and scholarship application support. These à la carte options allow students to customize their experience and receive specialized assistance beyond the standard packages.

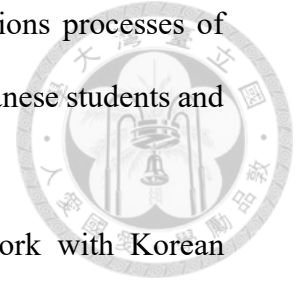
This multi-tiered revenue model balances upfront service income with scalable affiliate earnings and optional upsells, enabling EZ_education to remain financially sustainable while adapting to diverse client needs.

5.3.6 Key Resources

To deliver high-quality consulting services and maintain its competitive edge, EZ_education relies on a robust set of strategic and operational resources.

At the heart of its service model is a team of highly trained professionals, including experienced education consultants, document specialists, and bilingual translators. These staff

members provide the expertise required to navigate the complex admissions processes of Korean universities while also offering culturally sensitive support to Taiwanese students and their families.



A major strength of the organization lies in its real-time network with Korean institutions, including universities, language schools, dormitory providers, and administrative agencies. This live network enables EZ_education to access up-to-date admissions policies, visa regulations, housing availability, and scholarship opportunities—ensuring clients receive timely and accurate information throughout the process.

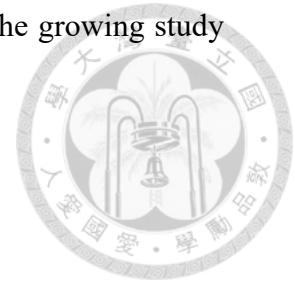
The company also operates an integrated digital platform, which serves as a centralized hub for service inquiries, consultation booking, and progress tracking. This system allows clients to engage with EZ_education anytime, from anywhere, and streamlines internal workflows to enhance service efficiency and personalization.

In the area of marketing and client engagement, EZ_education maintains strong content creation and social media management capabilities. These resources enable the company to produce informative, high-impact content across platforms like Instagram, Facebook, and YouTube—helping to attract, educate, and retain prospective clients through digital channels.

Finally, EZ_education benefits from its strategic local partnerships in South Korea, including partner offices in major cities such as Seoul and Busan. These on-the-ground collaborators assist with student settlement services, real-time issue resolution, and cultural integration support, giving the company an important operational presence in the destination country.

Together, these key resources form the foundation of EZ_education's ability to deliver

high-touch, high-trust consulting services and to scale effectively within the growing study abroad in Korea market.



5.3.7 Key Activities

EZ_education engages in a comprehensive range of core activities that are essential for delivering its value proposition and sustaining long-term client relationships.

At the core of its daily operations is academic and career counseling, where consultants guide students through the selection of suitable Korean universities, majors, and programs based on individual aspirations and qualifications. This is closely tied to document editing and visa application management, which involves personalized support in writing personal statements, editing application materials, translating academic records, and managing complex visa requirements—ensuring students meet institutional standards and immigration deadlines.

Beyond admissions, EZ_education places a strong emphasis on student community engagement and post-arrival support. This includes operating mentoring programs, facilitating peer groups, and maintaining communication with students after they arrive in Korea. These efforts enhance retention, reduce culture shock, and extend the agency's value beyond the point of departure.

Another key operational focus is partner relationship and contract management. EZ_education maintains active agreements with Korean universities, language schools, accommodation providers, and legal/translation firms. Managing these partnerships involves regular communication, compliance coordination, and negotiation of mutual service packages—ensuring both quality and scalability of offerings.

Marketing also plays a critical role. The company is actively involved in content creation and digital marketing, producing original media—videos, infographics, guides, and testimonials—for platforms like YouTube, Instagram, and its official blog. These efforts support brand positioning, increase inbound inquiries, and strengthen the company's authority as a Korea study abroad expert.

Finally, EZ_education regularly hosts seminars, information sessions, and education fairs, both independently and in collaboration with schools and universities. These offline events are crucial for direct engagement, credibility building, and converting prospects into long-term clients.

Together, these activities form a strategic ecosystem that drives service excellence, operational sustainability, and strong client loyalty.

5.3.8 Key Partnerships

To deliver seamless and high-quality consulting services, EZ_education maintains a wide network of strategic partnerships with institutions and service providers in both Korea and Taiwan.

Foremost among these are its collaborations with Korean universities and language schools, which form the backbone of the company's educational placement services. These partnerships allow EZ_education to access real-time admissions updates, program offerings, and scholarship information. In return, the institutions benefit from a steady stream of well-prepared international applicants, creating a mutually beneficial pipeline.

In terms of student settlement support, EZ_education partners with dormitory and housing operators throughout key Korean cities such as Seoul, Busan, and Daegu. These

housing partnerships enable the agency to offer pre-arranged accommodation options, ensuring a smoother transition for students and providing peace of mind for parents.

For document-related procedures, the company works closely with translation and notarization agencies, which are essential for preparing application materials, legal certifications, and visa documentation. These partnerships help maintain document accuracy, legal compliance, and administrative efficiency.

On the Taiwanese side, EZ_education maintains active relationships with local educational institutions, high schools, and education fair organizers. These connections allow the company to conduct targeted outreach through seminars, university expos, and school visits—reaching students at the decision-making stage and strengthening its brand presence in the domestic market.

Finally, EZ_education collaborates with the Korean embassy in Taiwan and authorized visa service providers to ensure smooth handling of visa applications and related procedures. These partnerships help the agency stay informed of evolving visa policies and deliver up-to-date, accurate guidance to its clients.

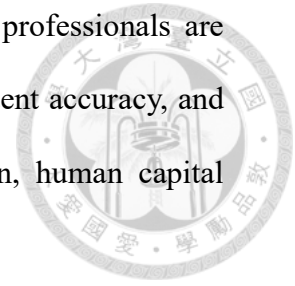
By strategically aligning with these partners, EZ_education is able to enhance service reliability, operational scalability, and client satisfaction across every stage of the study abroad process.

5.3.9 Cost Structure

EZ_education's operational model involves both fixed and variable costs, structured to support its high-touch consulting services and scalable digital infrastructure.

The most significant portion of fixed costs comes from salaries for core personnel,

including education consultants, translators, and marketing staff. These professionals are essential to delivering high-quality, customized services, maintaining content accuracy, and managing ongoing client relationships. As a service-driven organization, human capital remains the most critical resource and corresponding cost center.



Another major area of expenditure lies in advertising and marketing, particularly digital campaigns across social media platforms such as Instagram, Facebook, and YouTube. This includes the production of original content, paid ads, influencer collaborations, and search engine optimization efforts—all of which are necessary to maintain brand visibility and generate new leads.

EZ_education also incurs ongoing office rent and facility maintenance costs, primarily for its consultation office in Taipei. This physical space supports face-to-face meetings, walk-in consultations, and administrative operations, which are particularly valued by clients who prefer personal interaction.

Additionally, the company allocates resources to website and system maintenance, which ensures the reliability of its integrated online consultation platform. This includes hosting, booking system updates, client record security, and other technical support services that allow for 24/7 accessibility and operational efficiency.

Variable costs include commissions and partner-related expenses, such as fees paid to affiliate universities, language schools, housing providers, and visa service agencies. These costs fluctuate based on student volume and enrollment outcomes.

Finally, the company invests in event hosting and seminar operations, including venue rentals, promotional materials, travel, and speaker fees. These offline activities are central to EZ_education's community engagement and customer acquisition strategy.

Together, these cost components reflect a well-balanced structure that supports both client service excellence and future scalability.



Figure 5-8 : Business Model Canvas

Business Model Canvas				
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
- Korean universities and language institutes - Dormitory operators and student housing platforms - Translation and legal certification agencies - Taiwanese high schools and education fair organizers - Korean embassy and visa processing centers - Alumni mentors and student influencers	- Educational and career consulting (1:1 and group-based) - University and program application support - Visa and immigration processing - Settlement logistics and mentoring program operations - Content creation for digital platforms - Partner management and compliance coordination	- One-stop, personalized consulting service tailored for Korean education - Real-time information access and institutional coordination with Korean universities - Post-arrival support: housing, SIM, orientation, and mentoring - Bilingual communication and culturally sensitive guidance - Affordable and transparent pricing with package options	- Personalized 1:1 consulting and mentoring - Multilingual customer service and support - Online chat, follow-up care, and feedback loops - CRM system for progress tracking and communication - Loyalty program and alumni community engagement	- Taiwanese high school students and parents planning to study undergraduate programs in Korea - Working professionals aiming for Korean graduate school admission - Short-term Korean language learners and cultural program participants - Educational institutions and partner agencies in Korea
		Key Resources	Channels	
		- Expert consulting team (Korean and Taiwanese bilingual staff) - CRM and online booking platform - Local office in Taiwan and partner office in Korea - Strategic partnerships with Korean universities, dormitories, and legal services - Marketing assets (social media content, brochures, testimonials)	- Official website and online booking system - Instagram, YouTube, Facebook (targeted digital marketing) - Local seminars and school fairs in Taiwan - Offline consultation office in Taipei - Referrals and word-of-mouth from alumni network	
Cost Structure		Revenue Streams		
- Staff salaries and training - Marketing and online advertising - Office rent and utilities (Taiwan) - Technology maintenance (CRM, website) - Local travel and seminar/fair hosting - Partner commissions and logistics coordination		- Consulting package fees (admissions, language programs, settlement) - Single service (document translation, visa processing) - Commission from Korean institutions per student admitted - Post-arrival support fees (accommodation, local services)		

5.4 SWOT

5.4.1 Strengths

EZ_education possesses several key strengths that establish its credibility and competitive edge in the Korea-focused study abroad market.

First, the company benefits from deep language and cultural fluency, enabled by the presence of a native Korean representative within its core team. This allows EZ_education to deliver the most accurate, timely, and locally relevant information to students and parents in Taiwan. Whether it involves changes in university admissions policies, visa updates, or local housing conditions, the company can respond with agility and precision based on real-time insights from Korea.

Second, EZ_education's exclusive specialization in Korean education consulting enhances both its expertise and reliability. Unlike generalist agencies that serve multiple countries, EZ_education focuses solely on Korea, which enables the company to build deep institutional knowledge, strong local networks, and operational consistency that clients can trust. This targeted approach strengthens the brand's positioning as a market expert.

Finally, the company offers a differentiated and highly personalized service model, particularly through its 1:1 customized consulting. Each student receives a tailored study abroad plan that reflects their academic background, language proficiency, goals, and financial circumstances. This individualized approach not only enhances client satisfaction but also significantly improves student outcomes by aligning services with specific needs.

These strengths collectively empower EZ_education to deliver a high-value, trusted, and culturally informed study abroad experience for Taiwanese students pursuing education in Korea.

5.4.2 Weaknesses

As a newly established company, EZ_education faces several internal challenges that require strategic management to overcome.

One of the primary weaknesses is its limited capital base and low brand awareness. Being in the early stages of business development, the company may encounter difficulties in securing sufficient funding for expansion, marketing, and operations. The lack of an established brand identity may also hinder the company's ability to immediately gain the trust of prospective clients, especially in a market where educational decisions are heavily influenced by reputation and referrals.

In addition, while EZ_education operates within a niche market segment focused on Korean study abroad consulting, this specialization also presents risks in terms of competitive vulnerability. If new entrants with more resources or aggressive pricing strategies enter the market, or if existing competitors expand their Korea-related services, EZ_education may face pressure on both market share and profitability.

These weaknesses highlight the need for deliberate efforts in brand positioning, capital planning, and strategic differentiation to strengthen the company's foundation in a growing yet competitive industry.

5.4.3 Opportunities

EZ_education is well-positioned to capitalize on several favorable trends and emerging opportunities within the global education market—particularly in relation to South Korea.

First, there is a growing demand for studying in Korea, driven by the global popularity of Korean culture, also known as the Korean Wave (Hallyu). The increasing influence of Korean media, fashion, beauty, and lifestyle has sparked a deeper interest among Taiwanese youth—not only in Korean pop culture but also in its language, society, and educational

institutions. This cultural momentum presents a valuable opportunity for EZ_education to convert interest into action by offering structured, accessible pathways to studying in Korea.

Second, there is an opportunity to deepen cooperation with Korean universities, many of which are actively seeking to internationalize their student base. The Korean government and higher education institutions are investing heavily in this objective through expanded scholarship programs, dedicated international offices, and global admissions tracks. By aligning itself with these institutions, EZ_education can secure exclusive access to resources, streamline application processes for its clients, and enhance the perceived value of its services.

Lastly, the company can further leverage digital platforms to overcome geographic limitations and scale its operations. Through online consultations, virtual workshops, and digital content delivery, EZ_education can serve clients across Taiwan and even reach broader Mandarin-speaking markets. This flexibility not only improves customer convenience but also increases operational efficiency by reducing reliance on physical infrastructure.

Taken together, these opportunities represent a strong foundation for future growth, allowing EZ_education to scale its impact while remaining aligned with cultural trends, institutional initiatives, and digital transformation.

5.4.4 Threats

Despite its promising market positioning, EZ_education must remain mindful of several external threats that could impact business performance and operational continuity.

One of the primary threats is the sensitivity of the study abroad industry to macroeconomic fluctuations. Demand for overseas education services often declines during periods of economic downturn, as families may postpone or cancel study abroad plans due to

financial uncertainty. Tuition fees, living expenses, and currency exchange rates all become more significant barriers during times of economic instability, potentially reducing the pool of eligible and willing clients.

In addition, the company is exposed to risks stemming from social and cultural disruptions, such as public health crises. The COVID-19 pandemic demonstrated how international travel restrictions, school closures, and shifts to online learning environments can severely limit or delay study abroad plans. Even beyond pandemics, political tensions, immigration policy changes, or diplomatic disputes between Taiwan and Korea could create unforeseen challenges in student mobility and visa processing.

These external threats, while beyond the company's direct control, underscore the importance of building resilience through flexible service models, diversified offerings, and strong digital infrastructure to adapt quickly to changing global conditions.



Figure 5-9 : SWOT Analysis

STRENGTHS	WEAKNESSES
Language and cultural benefits: We have a Korean representative so we can accurately provide our customers with the latest information on studying in Korea. Expertise and reliability: As a company specializing in studying in Korea, we can provide accurate and reliable information. Differentiated service: 1:1 customized counseling allows for the establishment of an optimal study abroad plan for each student's needs.	Lack of capital and brand awareness: Since it is a new business, it may be difficult to secure capital and build awareness. Competition: As a niche market business, if competition intensifies, the business may experience difficulties.
OPPORTUNITIES	THREATS
Demand for studying in Korea increases: Interest in Korean culture and education is increasing due to the Korean Wave. Strengthen cooperation with Korean universities: The Korean government and universities are investing a lot in attracting foreign students. (Scholarships, etc.) Utilize online platforms: Online consultation and consulting can provide services without time and space constraints.	Economic conditions: Studying abroad is a business that changes a lot depending on the economic situation. Social and cultural changes: Studying abroad can be difficult in situations like the Covid-19.

5.5 Porter's Five Forces



5.5.1 Competitive Rivals - Low

The intensity of rivalry among existing competitors is relatively low. While there are numerous study abroad consulting agencies operating in Taiwan, the vast majority focus on traditional destinations such as the United States, Japan, or Europe. In contrast, agencies that specialize in studying abroad in Korea remain exceedingly rare. Even among those that offer Korea-related services, the scope is often limited to basic language program referrals or generic school lists, without providing comprehensive or specialized consulting.

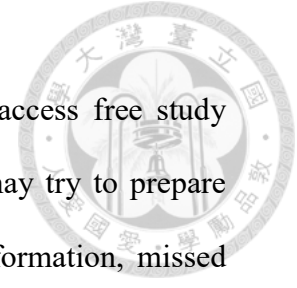
This market gap allows EZ_education to differentiate itself from the outset by offering deeply specialized and end-to-end support services tailored exclusively to Korean education. As a result, the competitive pressure is currently low, presenting a favorable environment for establishing brand recognition in the short term and strengthening market leadership over the long term.

5.5.2 Potential for New Entrants in an Industry - Moderate

Threat of New Entrants is moderate. The study abroad consulting industry does not require significant capital or licensing, making market entry relatively easy. However, the specialized nature of EZ_education's services—including accumulated expertise, connections with Korean institutions, and bilingual proficiency—creates a natural barrier. Replicating the same quality of service in a short time is difficult, and as trust and customer reviews grow, the threat from new entrants will further diminish.

5.5.3 Threat of Substitutes - Moderate

Threat of Substitutes is also moderate. Taiwanese students can access free study abroad information via blogs, YouTube, and online forums, and some may try to prepare independently. However, such alternatives carry risks like unreliable information, missed documentation, and visa denials. EZ_education distinguishes itself with professional consultations, step-by-step guidance, and real-life support, reducing the effectiveness of substitutes.



5.5.4 Customer Power - Moderate

Bargaining Power of Buyers is moderate. Buyers are less sensitive to price and more concerned with expertise, credibility, and service reliability. Parents, in particular, prioritize their child's safety and academic success. While price comparison may occur in a competitive market, EZ_education builds trust through testimonials, success stories, and transparent communication—thus managing buyer power effectively.

5.5.5 Supplier Power - Low

Bargaining Power of Suppliers is low. Key suppliers include Korean universities, language schools, and housing providers. These relationships are built on partnership rather than transaction. As Korean institutions seek to attract more international students, agencies like EZ_education become valuable allies. This interdependence shifts bargaining power in favor of EZ_education.

Overall, Porter's Five Forces analysis demonstrates that EZ_education is entering a market with low competitive intensity, increasing demand, favorable supplier relationships,

and a unique value proposition. Now is the ideal time to establish a leading brand and secure long-term growth in the Korean study abroad consulting industry.



5.6 Value to Consumers

EZ_education delivers far more than basic information—it provides a fully integrated, secure, and personalized solution for Taiwanese students aspiring to study in Korea. EZ_education's true core value lies in transforming what can feel like a dauntingly complex and unfamiliar study abroad journey into an experience that is not just clear and structured, but genuinely supportive and perfectly tailored to each individual's academic and life goals.

First and foremost, the company offers a customized and strategic roadmap that replaces the confusion and uncertainty often associated with studying abroad. From program selection to visa application, each stage is mapped out based on the student's goals, qualifications, and timeline.

Secondly, EZ_education significantly reduces the administrative burden for students and families through its expert guidance. Services such as document editing, translation, interview coaching, and application management streamline the process and minimize errors—saving time and reducing stress.

Another major value point is the practical support offered post-arrival in Korea. By providing services such as housing assistance, SIM card setup, local orientation, and emergency response, EZ_education ensures that students feel safe and confident in their new environment, accelerating their cultural and academic adjustment.

In addition, the company extends its value proposition beyond academics through career planning and consulting services. Whether a student wishes to remain in Korea for

work, apply to graduate school, or transition into a global career, EZ_education offers the tools, mentorship, and resources to support their long-term success.

Above all, EZ_education positions itself as a reliable and trustworthy partner throughout the entire study abroad journey—from the moment of first inquiry to post-graduation decisions. This commitment to continuity, personalization, and quality assurance is what truly sets the company apart and drives long-term satisfaction among students and their families.

5.7 Core Competencies

EZ_education's competitive advantage is grounded in a set of clearly defined core competencies that enable the company to deliver superior value to its clients and maintain a distinct position in the Korean study abroad consulting market.

The first core competency lies in its team of experienced consultants, education specialists, and bilingual professionals. These experts bring a deep understanding of both Taiwanese student needs and the Korean higher education system. Their collective expertise ensures that every student receives accurate, strategic, and culturally appropriate guidance throughout the entire preparation and application process. The team's ability to offer not only technical admissions support but also personalized mentorship creates a strong foundation for long-term client trust and satisfaction.

Second, EZ_education benefits from a direct and reliable network of Korean universities, language institutes, and support service providers. These institutional relationships allow the company to offer clients real-time updates on admissions policies, scholarship opportunities, housing availability, and local logistics. This direct access reduces

dependency on third-party information and enhances the reliability and timeliness of the company's consulting services.

Third, EZ_education leverages a comprehensive digital platform that integrates online booking, CRM (Customer Relationship Management), and multichannel communication tools. This infrastructure streamlines service delivery, enables 24/7 engagement, and ensures that student records, consultation schedules, and inquiries are efficiently managed. It also empowers the team to scale operations while maintaining high service quality and personalized interaction.

Together, these three core competencies allow EZ_education to guide students not only through their academic journey in Korea but also in designing their long-term educational and professional pathways, positioning the company as a strategic life partner—not just a one-time service provider.

5.8 Competitive Advantage

EZ_education secures its competitive advantage through highly specialized services and executional expertise. Unlike general agencies, it focuses solely on Korea, delivering deep, targeted solutions in admissions, culture, language, and administration. Its End-to-End model builds long-term trust with students and parents, positioning the brand as a continuous partner beyond graduation. Strong local partnerships ensure efficient operations while maintaining high service quality.

5.9 Pricing Strategy

EZ_education's pricing strategy does not focus merely on offering “low-cost” services;

rather, it emphasizes maximizing perceived value for money by aligning pricing with the quality and depth of services provided.

The company offers a modular, customizable package structure, allowing clients to select and pay only for the specific services they need. At the same time, a comprehensive premium package is available for students who require full-service support throughout their entire study abroad journey. This flexible pricing model enables EZ_education to serve a broader range of budget levels while providing clients with greater autonomy and control over their investment.

Compared to competitors, EZ_education positions its pricing at a mid-to-upper tier level, justified by the higher service quality, dedicated consultant support, and value-added offerings such as settlement assistance and career planning. This pricing reflects the company's commitment to delivering a high-value, end-to-end solution rather than commoditized services.

Additionally, promotional pricing strategies such as free initial consultations, discounted packages, and referral incentives are planned to attract early adopters and expand brand awareness.

Ultimately, EZ_education aims not to engage in short-term price competition but to build long-term revenue stability by maximizing customer satisfaction and driving organic growth through repeat usage and positive word-of-mouth.

6 Organization and Operation

6.1 Organizational Structure

EZ_education operates as a professional study abroad consulting organization,

prioritizing high-quality and consistent services through efficient task delegation and flexible communication. In the initial stages, a small but functionally specialized team structure will be adopted, with plans to scale the organization as the business grows.



The initial organization consists of a CEO and three main functional departments: Consulting, Marketing, and Operations Support. Their key responsibilities are as follows:

- CEO: Overall business strategy, partnership management, quality control, and performance evaluation
- Consulting Team: Student counseling, admissions strategy, document review, and visa application support
- Marketing Team: Brand strategy, social media management, advertising planning and execution
- Operations Support Team: Reservation system management, accounting, administration, and settlement assistance

As demand increases, the organization will expand to regional offices and a Korean branch office to strengthen on-the-ground support. With the growth of settlement and post-arrival services, local hires in Korea will also be added.

6.2 Human Resource Management

Believing that people are its greatest asset, EZ_education emphasizes recruiting top talent and continuously developing capabilities. The HR system revolves around five pillars: recruitment, training, evaluation, compensation, and welfare—with a particular focus on recruitment and training as the foundation of service quality.

6.2.1 Recruitment Strategy

EZ_education applies a structured recruitment process to find professionals with expertise and customer-oriented mindsets. Positions are available in full-time, part-time, contract, and intern formats.



Roles: Study abroad consultants, document coordinators, marketing staff, settlement assistants, bilingual translators

Preferred qualifications: Study/work experience in Korea, advanced Korean proficiency (TOPIK), experience in education, counseling, or customer service

Channels: Company website, job platforms, education communities, student networks

Process: Resume screening → Interview → Task assessment → Final selection

Empathy and responsibility are valued over resumes alone. Onboarding and mentoring programs help new hires adapt quickly.

6.2.2 Training and Development

EZ_education ensures employee growth and service standardization through continuous training. New hires undergo an orientation covering the company philosophy, customer interaction, and study abroad procedures.

- Initial Training: Basics of consulting, admissions requirements, role-play simulations, document writing, and system usage
- Regular Training: Updates on admissions trends, visa policy workshops, conflict resolution, and content creation seminars
- Mentoring: Pairing new staff with experienced mentors for hands-on learning
- External Training: Participation in education expos, Korean language seminars, and

MOE workshops

This system enhances employee competence and customer satisfaction, nurturing staff as the face of the brand.



7 Marketing Plan

7.1 B2B Institutional Partnerships

In addition to its B2C strategies, EZ_education actively pursues B2B collaborations to strengthen brand credibility, diversify client acquisition channels, and build long-term pipeline relationships.

7.1.1 High School Collaborations in Taiwan

EZ_education establishes formal partnerships with Taiwanese high schools to promote study abroad opportunities in Korea.

Education Day Participation: EZ_education joins school-sponsored career and education fairs, offering on-site seminars, Q&A sessions, and brochures tailored to Korean higher education.

School Talks & Workshops: Regular workshops are hosted for students, parents, and counselors to raise awareness of Korean university options and demystify the application process.

Referral Programs: Incentivized referral mechanisms for partner schools help generate consistent leads while reinforcing institutional relationships.

This approach helps capture students earlier in their decision-making journey, building trust through the school's existing authority and recommendation.



7.1.2 University Partnerships in Korea

EZ_education also builds strategic alliances with Korean universities, serving as a regional recruitment liaison and cultural bridge.

Campus Promotion Events: EZ_education organizes Korean university briefings in Taiwan, inviting admissions officers to present directly to students and parents.

Digital University Profiles: Each partnered university is featured on EZ_education's online platform with customized multimedia content (videos, alumni interviews, virtual tours).

Admission Pipeline Consulting: EZ_education provides feedback to partner universities regarding market trends in Taiwan and student preferences to help them optimize their outreach strategy.

These B2B collaborations enhance institutional visibility for Korean universities in Taiwan while allowing EZ_education to offer clients more options, faster admission responses, and accurate program matching.

7.2 Goals and Objectives

EZ_education's marketing aims to establish brand awareness, build trust-based conversion, and position itself as the market leader in Korean study abroad consulting.

Short-term (Year 1): Achieve 10,000 social followers, secure 100 consulting cases, and maintain 20% monthly conversion rate from online consultations.

Mid-term: Cement EZ_education as Taiwan's benchmark for Korean education consulting, expand to Taichung and Kaohsiung, and increase referral-based clients.

Long-term: Open a Korean office and grow into a global platform serving markets

like Japan and Hong Kong.



7.3 Branding

EZ_education's brand strategy focuses on emotional connection and trust. The name blends “Easy” and “Education,” symbolizing simplified study abroad processes.

Slogan: “Start your journey to Korea, the EZ way.”

Brand identity is based on three pillars—Expertise, Trust, and Companionship. EZ_education positions itself not as a service provider, but as a study abroad partner. Consistency in tone, visuals, and language across touchpoints like the website, SNS, and consultation centers reinforces brand perception.

7.4 Advertising and Communication Strategies

Combining online and offline approaches, EZ_education communicates with students through emotional content on social media and YouTube, and with parents via information-driven offline methods.

- Social: Real-time updates, student testimonials, scholarship alerts, and university spotlights
- YouTube: Interviews, vlogs, and school tour videos
- Offline: School/university seminars, fair booths, and parent-targeted workshops to build trust with decision-makers

7.5 Digital Marketing

At the core of EZ_education’s strategy is digital marketing designed to attract, convert,

and retain clients.

- Website: SEO-optimized hub with blogs, guides, school info, and consultation booking

- Social Media: Engagement-driven posts like “Study Abroad Diaries” and “How I Got Accepted”

- Ads: Google and Meta-targeted campaigns with retargeting features

- LINE: 1:1 consulting, alerts, surveys, and scheduling

- Email: Regular newsletters with curated content and scholarship updates

7.6 Consumer Service and Management

Client service is a core marketing function. Each student is assigned a dedicated consultant for continuity from preparation to graduation. Feedback is collected via satisfaction surveys and reviewed internally. Post-departure follow-up includes academic check-ins, emotional support, and mentorship programs to foster loyalty.

7.7 Sales and Distribution

The sales strategy leverages CRM systems to convert marketing leads into signed clients.

- Website: UX-optimized booking forms and package selection

- Social & LINE: Real-time price consultations and quotes

- Packages: Modular or bundled options with personalized estimates

- Events: On-site discounts for education fairs and workshops

- Partnerships: School and language institute referrals strengthen third-party

acquisition

This integrated marketing-sales system supports brand growth, client retention, and long-term market leadership.



7.8 Marketing Budget Allocation

Figure 7-1 : Marketing Budget Allocation

Type	Year 1 (240,000)	Year 2 (180,000)	Year 3 (120,000)	Year 4 (156,000)	Year 5 (120,000)
1. Digital Advertising (Google Ads, Meta, Retargeting)	80,000	60,000	30,000	50,000	30,000
2. SNS Content Creation (videos, posts, editing)	40,000	30,000	25,000	30,000	25,000
3. YouTube Production (school tours, interviews, editing)	30,000	20,000	15,000	20,000	15,000
4. Offline Events (seminars, booths, fair participation)	50,000	30,000	15,000	30,000	20,000
5. Influencer & Testimonial Marketing (student ambassador programs, user-generated content incentives)	20,000	20,000	15,000	10,000	10,000
6. Printed Collateral & Branding Materials (brochures, banners, giveaway goods)	10,000	10,000	5,000	10,000	5,000
7. CRM Communication (email campaigns, LINE chatbot messages, client feedback system)	10,000	10,000	10,000	6,000	10,000

Year 1 (240,000 TWD)

Focus: Brand launch, awareness building, follower acquisition

Key Uses: High investment in digital advertising (Google/Meta) and content creation for visibility; launch of YouTube series and attendance at school/university fairs.

Year 2 (180,000 TWD)

Focus: Brand solidification, lead generation

Key Uses: Maintain strong digital ad presence with improved targeting; emphasize offline trust-building through more seminars and deeper community engagement.

Year 3 (120,000 TWD)

Focus: Conversion optimization and CRM enhancement

Key Uses: Streamlined ad campaigns, continued YouTube and testimonial content, and expansion of CRM communication for post-service loyalty.

Year 4 (156,000 TWD)

Focus: Regional expansion (e.g., Taichung, Kaohsiung), event marketing

Key Uses: Reinvestment into offline events and regional visibility; enhancement of SNS and printed branding for broader geographic reach.

Year 5 (120,000 TWD)

Focus: Platform shift and retention marketing

Key Uses: CRM-driven communication, retargeting for alumni referrals, and low-cost yet high-impact campaigns (e.g., scholarship tips, "Where Are They Now" alumni features).

8 Risk and Growth Strategy

8.1 Key Risk Analysis and Mitigation Plans

8.1.1 Policy and Visa-Related Risks

Changes in Korean government policies, visa requirements, or scholarship criteria could impact recruitment. Diplomatic tensions may also pose challenges.

Mitigation: Maintain regular communication with embassies and university offices for updates. Offer diverse pathways (e.g., language programs, working holidays, employment



visas) to remain adaptable.



8.1.2 Market Entry by Competitors

As EZ_education gains traction, competitors may introduce similar services.

Mitigation: Differentiate through care-based services, end-to-end management, and local support. Strengthen customer loyalty via community engagement and long-term alumni relations.

8.1.3 Service Quality Risks

Consulting quality is highly dependent on personnel. Staff shortages or lack of training may lower service levels.

Mitigation: Use structured hiring, onboarding, and continuous training. Maintain internal manuals and feedback systems to standardize knowledge and quality.

8.1.4 Partner Risk

Disruptions from housing or language school partners can affect credibility.

Mitigation: Vet partners carefully, maintain backup providers, and clearly define service scopes in contracts. Assign Korea-based managers to ensure quality control.

8.2 Growth Strategy

EZ_education's long-term goal is to become a scalable, digital-first education platform with regional and global reach. The strategy consists of three phases: short-term stabilization, mid-term regional expansion, and long-term globalization and digitization.



8.2.1 Short-Term (Year 1): Brand Building and Revenue Base

Focus on Taipei-centered marketing via SNS, YouTube, and education fairs. Capture early clients through high-impact services and build trust via case studies and testimonials. Standardize processes to optimize operations and increase rebookings and referrals.

8.2.2 Mid-Term (Year 2–3): Regional Expansion and Post-Arrival Services

Expand to Taichung and Kaohsiung with physical offices. Strengthen post-arrival support, open Korea-based student centers, and implement mentoring and community platforms. Increase lifetime customer value through loyalty-focused services.

8.2.3 Long-Term (Year 5+): Global Expansion and Platform Transformation

Enter new markets like Hong Kong, Japan, Vietnam, and Thailand using localized versions of the EZ_education model. Launch a web-based platform integrating all services (e.g., school matching, document submission, visa tracking). Incorporate AI for personalized advising, chatbot support, SOP coaching, and peer communities for engagement and retention.

The platform will become a centralized bridge between East Asian students and Korean institutions, evolving beyond consulting into talent development and career connection.

EZ_education will ultimately become “Asia’s go-to platform for studying in Korea,” ensuring maximum reach, cost efficiency, and enduring user value.



9 Financial Plan and Growth Strategy

9.1 Financial Strategy

EZ_education's financial strategy is designed to efficiently manage initial capital to establish a stable business foundation, transition rapidly to a profitable model, and develop into a scalable structure for sustainable growth. The plan includes short-term profit/loss control, long-term cash flow management, and reinvestment strategies aligned with market expansion.

9.2 Initial Investment and Capital Allocation

The table below outlines the detailed allocation of the NT\$3,000,000 initial capital investment for EZ_education. This plan ensures both operational stability in the early phase and strategic investments for scalable and sustainable growth in the medium to long term.

Figure 9-1 : Initial Investment and Capital Allocation

Type	Amount (NT\$)	Purpose
Office lease and interior setup	250,000	Securing physical office space and establishing basic infrastructure
Website and online booking system development	200,000	Developing an online consultation booking and customer management platform
Initial marketing (ads, content, promotions)	250,000	Creating content and executing ad campaigns to build brand awareness
Personnel and operations (6 months)	400,000	Initial salaries and operational expenses (based on 3 staff)
Reserve and emergency operating funds	100,000	Emergency buffer for unforeseen expenses
IT and platform scalability	600,000	Enhancing the digital platform, expanding

(Year 2–3)		CRM, and developing e-learning/matching services (planned for Year 2–3)
Regional office preparation (liaison office in KR)	400,000	Preparatory funds for establishing a liaison office in Korea (Year 3)
Professional training and certification	200,000	Certification and training programs for consultants to ensure service quality
Strategic partnership & event hosting	300,000	Participation in high school visits, education fairs, and hosting promotional events in Taiwan
Working capital buffer	300,000	Ensuring stable cash flow with additional operational reserves

9.3 Revenue Model and Income Structure

EZ_education's revenue model is built on multiple service lines that cater to diverse client needs, offered both as standalone services and in comprehensive package formats. The primary source of revenue is admissions consulting, which ranges between NT\$25,000 and NT\$40,000 per client, depending on the complexity and level of support required. Additional revenue streams include language program brokerage services (NT\$8,000 to NT\$15,000), settlement support packages that assist students in adapting to life in Korea (NT\$5,000 to NT\$12,000), and visa processing or document-related services (NT\$1,500 to NT\$5,000).

EZ_education also earns commissions from partner universities in Korea, typically ranging from NT\$3,000 to NT\$10,000 per student placed. On average, the total revenue generated from a single client falls between NT\$35,000 and NT\$50,000, depending on the scope of services utilized.

Importantly, these pricing levels are positioned to remain affordable for the target demographic. As of 2024, the average monthly salary in Taiwan is approximately

NT\$44,000–NT\$50,000, according to the Directorate-General of Budget, Accounting and Statistics (DGBAS). This implies that many middle-class households in Taiwan are financially capable of investing in EZ_education’s services, especially when viewed as an educational investment. Furthermore, families typically prioritize education-related expenditures, and study abroad programs are considered a high-value long-term investment.

Figure 9-2 : Revenue Model and Income Structure

	Year 1	Year 2	Year 3	Year 4	Year 5
Admissions Consulting	1,300,000	1,430,000	1,644,500	1,891,175	2,080,293
Language Program Brokerage	172,500	189,750	218,212	250,944	276,038
Settlement Support	170,000	187,000	215,050	247,308	272,039
Visa Processing	113,750	125,125	143,894	165,478	182,026
University Commission	162,500	178,750	205,562	236,397	260,037
Total Revenue	1,918,750	2,110,625	2,427,219	2,791,302	3,070,432

9.4 Operating Costs and Fixed Expenses

EZ_education has structured its operating expenses to support both financial sustainability and service excellence over its first five years of operation. The following breakdown reflects projected annual fixed costs across five main categories: salaries, office management, marketing, platform maintenance, and administrative needs.

Over the course of five years, EZ_education’s operating cost structure is strategically designed to balance cost-efficiency with growth-oriented investment. The majority of expenses are allocated toward staffing and professional services, with marketing investments tapering as brand recognition grows organically.

In Year 1, the total fixed expenses are estimated at NT\$1,823,266. The largest portion of this budget NT\$1,103,266 is dedicated to salaries for two core staff members, reflecting the importance of expert human capital in a service-driven business. Marketing and advertising costs are set at NT\$240,000, representing a significant upfront investment in brand awareness, digital promotion, and trust-building with prospective clients. Office rent and administrative overhead amount to NT\$360,000, while platform maintenance and miscellaneous administrative costs are projected at NT\$60,000 each.

In Year 2, total costs increase slightly to NT\$2,039,082, largely due to a planned expansion in staff capacity and a corresponding rise in salaries to NT\$1,379,082. Marketing expenses decrease to NT\$180,000, based on the expectation that client acquisition will increasingly rely on referrals and word-of-mouth generated in Year 1. All other categories remain consistent with Year 1.

In Year 3, the total expenditure rises to NT\$2,185,945. Salaries increase to NT\$1,585,945, in line with business growth and added service demands. Marketing costs are further optimized at NT\$120,000, reflecting increased efficiency in digital campaigns and continued client referrals. Operational and platform-related costs remain stable.

By Year 4, total operating expenses reach NT\$2,301,242. While most categories are unchanged, marketing spend is temporarily increased to NT\$156,000 to support targeted campaigns tied to regional expansion. Salaries grow modestly to NT\$1,665,242, accommodating potential hiring of additional or specialized staff.

In Year 5, the total cost base increases to NT\$2,431,766. Salaries rise to NT\$1,831,766, representing competitive compensation adjustments and talent retention efforts. All other cost categories—office, platform, and administrative—remain stable, as operational workflows

are by now optimized and scalable.



Figure 9-3 : Operating Costs and Fixed Expenses

	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries (3 staff)	1,103,266	1,379,082	1,585,945	1,665,242	1,831,766
Office rent/management	360,000	360,000	360,000	360,000	360,000
Marketing and advertising	240,000	180,000	120,000	156,000	120,000
Platform maintenance	60,000	60,000	60,000	60,000	60,000
Miscellaneous/adm in	60,000	60,000	60,000	60,000	60,000
Total	1,823,266	2,039,082	2,185,945	2,301,242	2,431,766

9.5 Profit Forecast and Growth Model

EZ_education has developed a structured five-year growth model designed to balance sustainable profitability with strategic expansion in the Taiwan–Korea education consulting sector. The business model is built on lean operational principles, scalable revenue channels, and reinvestment of profits to support long-term growth and service innovation.

In the initial year, EZ_education forecasts total revenue of NT\$1,918,750, with total operating costs amounting to NT\$1,823,266, resulting in a modest net profit of NT\$95,484. This near-breakeven result is intentional, reflecting a strategy focused on brand building, trust formation, and market entry. Marketing and advertising costs are relatively high in Year 1 (NT\$240,000), targeting visibility through online campaigns, partnerships, and client success stories. Staff salaries account for the largest portion of the budget (NT\$1,103,266), reinforcing the company’s emphasis on professional, personalized service delivery.

With improved brand recognition and referral momentum, Year 2 revenue is projected

to grow to NT\$2,110,625—a 10% increase. Operating costs are expected to rise to NT\$2,039,082, primarily due to salary adjustments and initial staffing expansion. The company anticipates a net profit of approximately NT\$71,543, and begins to shift its focus toward operational efficiency and regional outreach within Taiwan, particularly targeting underserved student groups in smaller cities.

Year 3 marks the transition from early-stage to growth-stage operations, with forecasted revenue reaching NT\$2,427,219—an increase of about 15%. Corresponding operating costs are estimated at NT\$2,185,945, yielding a net profit of NT\$241,274. During this phase, EZ_education will initiate platform upgrades and introduce student membership services. The service portfolio will also begin integrating post-graduation support such as job placement consulting and internship matching in Korea, aligning the brand with lifelong academic and career development.

In Year 4, revenue is expected to grow further to NT\$2,791,302, with controlled operating costs of NT\$2,301,242, resulting in a stronger net profit of NT\$490,060. With operational stability achieved, targeted marketing will resume (NT\$156,000), supporting entry into new school networks and enhancing the company's digital platform. Salaries are adjusted to accommodate potential new hires with specialized expertise, especially for Korean liaison operations.

By Year 5, EZ_education aims to achieve revenue of NT\$3,070,432 and contain costs to NT\$2,431,766, enabling the business to generate its strongest net profit yet—NT\$638,666. At this stage, the company will solidify its positioning as a full-cycle educational partner, offering seamless consulting from pre-departure to post-graduation. The long-term vision includes preparing for franchise expansion, forming academic institution partnerships, and

launching a digital student success platform with scalable features.



9.6 Financial Risk Management and Capital Strategy

To ensure stable cash flow, a prepaid service system will be implemented. This reduces liquidity risks. Marketing and HR budgets will be strictly controlled in the first six months to avoid deficits.

By Year 2–3, external investment (Seed/Angel stage) will be pursued to support IT upgrades and regional office expansion. As profitability is proven, the franchise or partner model will reduce upfront costs for future expansion.

Overall, EZ_education's financial strategy supports rapid breakeven, sustainable growth, and long-term value through capital efficiency and reinvestment.

Figure 9-4 : Profit and Loss Forecast

Profit and Loss Forecast	Year 1	Year 2	Year 3	Year 4	Year 5
Sales					
Sales (invoiced)	1,918,750	2,110,625	2,427,219	2,791,302	3,070,432
Sales Tax (5%)	95,938	105,531	121,361	139,565	153,522
Wages	1,103,266	1,379,082	1,585,945	1,665,242	1,831,766
Gross Profit	719,546	626,012	719,913	986,495	1,085,144
Office rent/management	360,000	360,000	360,000	360,000	360,000
Marketing and advertising	240,000	180,000	120,000	156,000	120,000
Platform maintenance	60,000	60,000	60,000	60,000	60,000
Miscellaneous/admin	60,000	60,000	60,000	60,000	60,000
Other	50,000	50,000	50,000	50,000	50,000
Total Expenses	770,000	710,000	650,000	686,000	650,000
Profit Before Tax	-50,454	-83,988	69,913	300,495	435,144

Income Tax	-	-	13,983	60,099	87,029
Net Profit	-50,454	-83,988	55,930	240,396	348,116
Gross Profit Margin	38%	30%	30%	35%	35%
Net Profit Margin	-3%	-4%	2%	9%	12%

9.7 Financial decision

EZ_education's 5-year Profit and Loss Forecast demonstrates a transition from early investment-driven losses to sustainable profitability. In the first two years, the company operates at a deficit due to high initial costs, particularly in staffing and marketing, as it builds brand awareness and client trust.

By Year 3, profitability emerges as revenues grow and operating costs stabilize. Net profit margins improve steadily, reaching 9% in Year 4 and 12% in Year 5, highlighting a scalable and financially sound business model.

9.7.1 Project valuation

Figure 9-5 : Project valuation

	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
Free Cash Flow	-3,000,000	-660,516	-534,332	1,158,055	2,125,996	3,056,954
NPV	178,209 (Discount rate is 10%)					
IRR	11.23%					
Payback period	4.3 years					

EZ_education's Free Cash Flow (FCF) becomes positive from the second year, showing that the business can generate sufficient cash to cover operations and investments. This indicates strong financial sustainability and low dependency on external funding.

By the third year, the business reaches a healthy surplus in FCF, driven by increased client volume and stable fixed costs. The model supports quick breakeven and scalable growth.

This positive FCF trend enhances investor confidence and enables strategic reinvestment. It proves that EZ_education is a financially viable and scalable business worth pursuing.



10 Appendices



10.1 Market research questionnaire

For EZ_education, a questionnaire is more effective than a general survey because it captures personalized motivations, concerns, and preferences that vary widely among potential clients. Unlike standardized surveys, questionnaires allow for open-ended responses, which provide richer insights for tailoring services.

This method helps validate market demand by understanding real decision-making factors, not just trends. It supports the design of more targeted offerings such as admission consulting, settlement support, and mentoring, based on individual needs.

10.1.1 Interview with a university representative (Korean translation)

Q1 How many students from Taiwan are currently enrolled at your institution? Is this number increasing recently?

- A: "We register about 10 Taiwanese students each year. (included language school) This number has been gradually increasing over the past two to three years."
- B: "After the study abroad fairs, we've received many inquiries, and the interest from Taiwanese students, in particular, has grown, so we see them as one of our target countries."

Q2 What do you see as the common strengths or characteristics of Taiwanese students?

- A: "Taiwanese students generally have a high understanding of Korean culture, are well-mannered, and show good participation in classes."
- B: "Their language acquisition speed is fast, and they show strong passion for their majors. Administratively, they rarely cause any problems."

Q3 What kind of marketing or promotional activities does your institution undertake to attract Taiwanese students?

- A: "Apart from our university's own social media, we don't conduct any specific direct promotions in Taiwan locally."
- B: "We primarily participate in study abroad fairs or recruit students through collaborations with agencies."

Q4 Could you please introduce any scholarship programs or benefits available for international students?

- A: "Korean Language Institute students who achieve top academic performance can receive a 30-50% tuition reduction for the following semester."
- B: "Upon admission, scholarships are granted based on Korean language proficiency (TOPIK level), and dormitory priority is also given."



Q5 Have you had experience collaborating with study abroad consulting agencies like EZ_education? If so, what was the nature of the collaboration?

- A: "It was more about referring students intermittently or exchanging inquiries rather than a formal partnership."
- B: "We have experience officially partnering with agencies, delegating tasks such as application submission, interview coordination, and document review. Having an intermediate partner makes administrative processing much smoother."

Q6 What are your thoughts on a consulting agency helping not only with student recruitment but also with post-arrival management (settlement, living support, etc.)?

- A: "Such support would be a great help to us. From our perspective, it could reduce complaints and initial adaptation issues."
- B: "Settlement support is something that the university finds difficult to do individually, so we view assistance from external organizations very positively."

Q7 What are the key conditions your institution looks for when forming partnerships with external organizations?

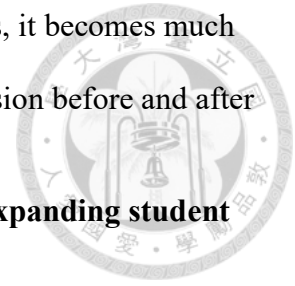
- A: "Systematic student management and smooth communication with the university are important."
- B: "Accurate document submission, sharing of pre-counseling details for students, and a collaboration style that aligns with the university's brand image are crucial."

Q8 What are the minimum language proficiency requirements (e.g., TOPIK) for students at your institution?

- A: "There are no separate admission criteria for the Korean Language Institute, but classes are divided by beginner level onwards."
- B: "For undergraduate programs, a minimum of TOPIK Level 3 is required, with some majors requiring Level 4 or higher. English tracks are also available."

Q9 If EZ_education provides in-depth counseling, admission consulting, document support, and settlement assistance for studying in Korea within Taiwan, what advantages would that offer your institution?

- A: "If we receive preliminary information about individual students, it becomes much easier for us to assign classes and provide guidance."
- B: "It would reduce our administrative burden and minimize confusion before and after admission, allowing them to be a good long-term partner."



Q10 Could you share any needs or strategies your institution has for expanding student recruitment from Taiwan in the future?

- A: "We want to expand online information sessions and joint information sessions with local partner organizations."
- B: "Our goal is to build a trust-based network with local study abroad agencies to establish a sustainable support model."

10.1.2 Interview with students preparing/already studying in Korea

(Chinese translation)

Q1 What was the biggest reason for considering studying abroad in Korea?

- A: "I developed an interest naturally because I like K-POP and K-dramas, and I heard that Korea's design and content-related majors are of a high standard."
- B: "Korea's IT and technology are rapidly developing, so I thought it would be helpful for my major and career path."
- C: "I've been interested in Korea for a long time, and now that I'm here, the living expenses are more affordable than I expected, and the educational environment is also good."

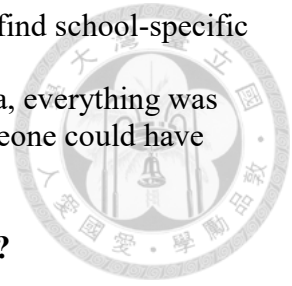
Q2 If you considered other countries for study abroad besides Korea, by what criteria did you compare them?

- A: "I briefly considered Japan and the US, but the costs were too high, and the processes were too complicated. I heard that admission to Korea is more flexible and there are many scholarships."
- B: "The US is convenient for English speakers, but the application requirements are too strict and competitive. Korea is a realistic alternative."
- C: "At first, I thought about Europe, but I was worried about the cost of living and visas. Korea feels culturally similar to Taiwan and safer."

Q3 Where do you primarily get information about studying abroad?

- A: "I mostly look on YouTube and blogs. But often, I'm unsure if the information is accurate."

- B: "I search on online communities or social media, but it's hard to find school-specific comparisons or detailed schedules."
- C: "Initially, I read a lot of blogs, but when I actually came to Korea, everything was different from what I expected, which was confusing. I wished someone could have guided me."



Q4 What was the most challenging part of preparing for study abroad?

- A: "I struggled because I didn't know which school matched my goals. I wanted to find a truly suitable school, not just one based on rankings."
- B: "Preparing documents and recommendation letters was so complicated that I almost gave up. The formats were all different, and I had to get them translated..."
- C: "My visa application was rejected twice because of a single document. I wish someone had informed me beforehand..."

Q5 If you've used a study abroad agency service before, what was your experience like?

- A: "I had a brief consultation at a Taiwanese study abroad agency, but they just gave me a list of schools and that was it."
- B: "The consultation was free, but for specific details, I had to pay extra, and their information about Korea wasn't in-depth."
- C: "The agency I used offered no support after I arrived in Korea. There's a greater need for services like EZ_education that help with settlement."

Q6 What are your thoughts on an all-in-one support service?

- A: "It would be great. Preparing everything alone is really stressful."
- B: "I make a lot of mistakes or miss things along the way, so a service that guides you from start to finish would be excellent."
- C: "When I actually arrived here, I often got confused even by minor things. If they could take care of those aspects, I'd feel confident trusting them."

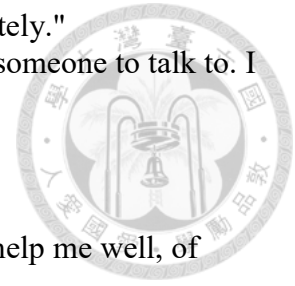
Q7 What is the most important service from a study abroad agency?

- A: "School selection counseling is the most important. I want to know a school that fits my level."
- B: "Developing an admission strategy is important, and help with document preparation is truly necessary."
- C: "For me, finding a place to live and setting up my life after arriving in Korea was the hardest. Settlement support is definitely needed."

Q8 If there was continuous support even after your arrival in Korea, would you be willing to use it?

- A: "A mentoring program would be really great. It would be reassuring to have someone help me in an unfamiliar place."

- B: "It would be very useful if I could ask questions online immediately."
- C: "Even now, I sometimes struggle, and it would be good to have someone to talk to. I need a system that prevents me from feeling lonely."



Q9 How much are you willing to spend on study abroad consulting?

- A: "I'm thinking up to about NT\$100,000–150,000. Provided they help me well, of course."
- B: "If I could choose what I need beyond basic services, it would be more flexible to spend."
- C: "It would be great if there was a system that bundled all costs, including help received in Korea."

Q10 What conditions would make you willing to pay for a paid service?

- A: "If the admission success rate is high, or if there's a partial refund structure in case of failure, that would be good."
- B: "If package discounts or scholarship information is included, a paid service would be acceptable."
- C: "If I gain trust by reading student reviews, I'd be willing to pay the cost."

End of questionnaire

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Figure 11-1 : Business Model Canvas

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
➤ Korean universities and language institutes ➤ Dormitory operators and student housing platforms ➤ Translation and legal certification agencies ➤ Taiwanese high schools and education fair organizers ➤ Korean embassy and visa processing centers ➤ Alumni mentors and student influencers	➤ Educational and career consulting (1:1 and group-based) ➤ University and program application support ➤ Visa and immigration processing ➤ Settlement logistics and mentoring program operations ➤ Content creation for digital platforms ➤ Partner management and compliance coordination	➤ One-stop, personalized consulting service tailored for Korean education ➤ Real-time information access and institutional coordination with Korean universities ➤ Post-arrival support: housing, SIM, orientation, and mentoring ➤ Bilingual communication and culturally sensitive guidance ➤ Affordable and transparent pricing with package options	➤ Personalized 1:1 consulting and mentoring ➤ Multilingual customer service and support ➤ Online chat, follow-up care, and feedback loops ➤ CRM system for progress tracking and communication ➤ Loyalty program and alumni community engagement	➤ Taiwanese high school students and parents planning to study undergraduate programs in Korea ➤ Working professionals aiming for Korean graduate school admission ➤ Short-term Korean language learners and cultural program participants ➤ Educational institutions and partner agencies in Korea
		Key Resources	Channels	
		➤ Expert consulting team (Korean and Taiwanese bilingual staff) ➤ CRM and online booking platform ➤ Local office in Taiwan and partner office in Korea ➤ Strategic partnerships with Korean universities, dormitories, and legal services ➤ Marketing assets (social media content, brochures, testimonials)	➤ Official website and online booking system ➤ Instagram, YouTube, Facebook (targeted digital marketing) ➤ Local seminars and school fairs in Taiwan ➤ Offline consultation office in Taipei ➤ Referrals and word-of-mouth from alumni network	
Cost Structure			Revenue Streams	
➤ Staff salaries and training ➤ Marketing and online advertising ➤ Office rent and utilities (Taiwan) ➤ Technology maintenance (CRM, website) ➤ Local travel and seminar/fair hosting ➤ Partner commissions and logistics coordination			➤ Consulting package fees (admissions, language programs, settlement) ➤ Single service (document translation, visa processing) ➤ Commission from Korean institutions per student admitted ➤ Post-arrival support fees (accommodation, local services)	