

## 비즈슈머마케팅 플랫폼 활용 및 적용방안에 관한 연구

티탄타오\* · 노창균\*\*†

\* 목포해양대학교 석사과정, \*\* 목포해양대학교 교수

### A Study on the Utilization and Application of Bizsumer Marketing Platform

Thi Thanh Thao - Bui\* · Chang-Kyun, Noh\*\*†

\* Mokpo Maritime University Master course, \*\* Mokpo Maritime University Professor

**핵심용어** : 전자상거래, 이마케팅, 비즈슈머, 더휴엔컴퍼니

**Key Words** : E-Commerce, E-Marketing, Bizsumer, The Huen Company

#### 1. Introduction

....(omit)

This paper will introduce the new marketing model published by The Huen Company - Bizsumer Marketing and the strategies of this company to develop this model in the near future. Finally, the paper will give a review for enhancing and developing E-commerce in Korea and foreign countries .

#### 2. An overview on E-Commerce and E-Marketing

E-commerce businesses have numerous advantages over offline retail locations and catalog operators. Consumers browsing online stores can easily search to find exactly what they are looking for while shopping and can easily comparison shop with just a few clicks of the mouse. Even the smallest online retail sites can sell products and turn a profit with a very simple online presence. Web tracking technology allows e-commerce sites to closely track customer preferences and deliver highly individualized marketing to their entire customer base.

.....(omit)

#### 3. What is Bizsumer?

In addition, many companies have benefited from consumers who actually contributed to publicity through buzz marketing, viral marketing, and word of mouth advertising marketing. But now it is necessary to make it more aggressive and aggressive marketing to attract consumers to their side. This marketing offers the potential for both companies and consumers to win-win.

....(omit)

#### 4. Conclusion

The new Bizsumer Marketing model is still in the process of building and development so it's time to test its effectiveness and progress. However, with new and innovative steps in the idea, Bizsumer has also brought a positive outlook on how to sell multi-level. Not only in Korea, we can see its potential for development in other neighboring countries such as China, Japan, Philippines and Vietnam, huge consumer markets are easily accessible.

....(omit)

\* First Author : buithithanhthao231hvn@gmail.com

† Corresponding Author : cknoh@mmu.ac.kr