

**Research and Training Program
on the Use of the Smart Technology
for Business
by Korean Women Entrepreneurs**

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Why Smart Technology is so Important for Women Entrepreneurs

- **Larger Market:** At least 7 out of 10 Korean has smart phone in 2013
- **Contact Frequently:** 97% of smart phone subscribers will check SMS every 15 minutes
- **Relationship Building:** Characterized by customization and segmentation of the market
- **Time Saving:** Businesswomen can communicate without having to travel long distances
- **Always-On:** Smart commerce is most actively used when commuting to work
- **Lower Price:** Social commerce provides best price for consumers
- **Easy Startup:** One-person can start up a business with one media

Findings of the Research (1)

- **74.3 % of Korean women entrepreneurs utilize smart phone in business.**
 - Most of the entrepreneurs use the smart phone for groupware and customer relations.
 - Only small number of business women used smart phone for advertisement and social commerce.
- **47.2 % of women entrepreneurs gained profits using smart phone.**
- Women entrepreneurs pointed that their first problem as the **set up cost** for the system to use smart phone. **Supporting such a system** was pointed out as the second.

Findings of the Research (2)

- **Who are using smart phone for business?**
 - Those who have higher capability to use smart phone for personal matter were more likely to use smart phone for business.
 - Along with this, those who had higher expectation on the importance of using smart phone in the future market, those whose business is younger, those who had higher education level, and those who are young are more inclined to use smart phone for business in Korea.

Suggestions for Vitalization Using Smart Phone for Business (1)

- Most of the Korean women entrepreneurs use the smart phone for groupware and customer relation. More active use of the smart phone for **promotion and profits** is called for.
- **Korean women entrepreneurs should know about smart business trends and technology.** Consumers are getting "smarter and smarter". When they check the product in off-line and same time they are checking the price on smart phone. They buy the product thru smart phone. Off-line store is functioning as showroom. Local and global market boundaries have blurred. Therefore it is a good chance to go to the global market for women small businesses.

Suggestions for Vitalization Using Smart Phone for Business (2)

- **Government should support to train women entrepreneurs for preparing the future market.**
 - However, women entrepreneurs seem to have difficulties getting through the technology barriers.
 - Smart business is pushing the existing business.
 - Without innovation business will be disrupted.
 - Without using smart technology the women business will be getting slow.