

2. Market demand

- a) How popular are the following categories of music? (very popular, popular, not popular).

<u>Category</u>	<u>Popularity</u>
Contemporary Top 40	<u>very popular</u>
Classical	<u>very popular</u>
Jazz	<u>popular</u>
Country & Western	<u>popular</u>
Instrumental	<u>popular</u>
Domestic	<u>very popular</u>

3. Pricing

- a) What is the average price of a:

Cassette?            \$ W 2,600 (\$3.63)  
LP?                    \$ W 3,500 (\$4.89)  
Compact disc?        \$ W 12,000 (\$16.76)

- b) What is the average cost of one hour of studio time in a state of the art sound recording studio in this territory/country?

\$ W 120,000 (\$170)

4. Distribution

- a) Are there any retail stores or distributors who specialize in English/French language LP's/cassettes/compact discs? If so, please provide name, address, telephone number and contact person.

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| 1. <u>Kwang WHA Moon Records Co.</u><br><u>92, 2-Ku, Shinmunro, Chonno-ku</u><br><u>Seoul Tel.: 02-730-5014/5</u><br><u>Contact: Mr. Hyo-Dong, Kim/Pres.</u> | 2. <u>Dong Sung Records Co.</u><br><u>96-1, Yeji-dong, Chongno-ku, Seoul</u><br><u>Tel.: 02-266-0219</u><br><u>Contact: Mr. Kil-Won, Park/Pres.</u> |
| 3. <u>Mimi Recores Co.</u><br><u>137, Yeji-Dong, Chongno-ku, Seoul</u><br><u>Tel.: 02-266-0111</u><br><u>Contact: Mr. Jung-Ha, Lee/Pres.</u>                 | 4. _____<br>_____<br>_____<br>_____   |