

3-1-2001

## 동태적 환경변화에 능동적 대응으로 차별적 지위를 확보하려는 동원증권

광호 안

병훈 임

성록 이

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**The Proactive Marketing Strategy of Gaining  
the Competitive Advantage In Response to  
Dynamic Change Market Environment  
: The Case Analysis of DongWon Securities Company**

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( )

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\* 2001

1.

가

2000 43 19 62

가 1 34 500 ,

가 60

70% 가

total 가

가 2000

6 follower

2.

2.1

1968 , 1982 1996

9,686 , 2000 9 4,042 ,

1996 11 9781 6

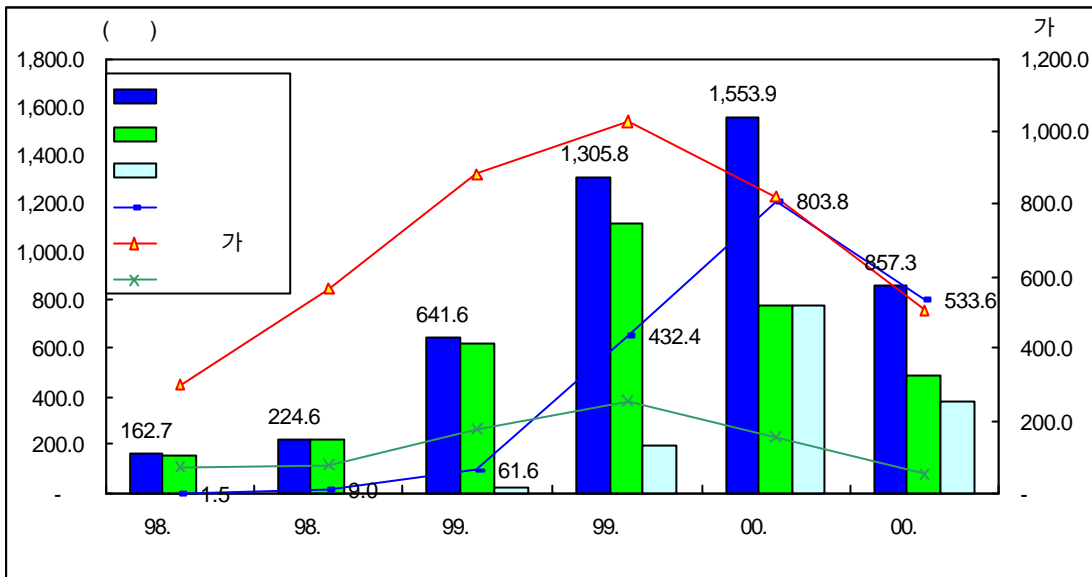
IMF “ ”

98 4.8% 99 5.26% 가 2000

가 가가 2,000

가 2000 4.8%

< 1 > 98



2.2. 2000

2000

1)

가 10

2)

. 2000 8 ( 5 ) , 2000 62

가

. 23

99 9,950

2000

845

IT

가

2-3

2001. 03.

:

69

IT , . 1999 6 15.7% 2000  
11 65.8% 가 .

IT 가 , PDA  
M(obile)-commerce, e-CRM 가 .

3)  
IMF

risk

### 3.

#### 3.1.

(Back to the Basic.) ' .

가

#### 3.2.

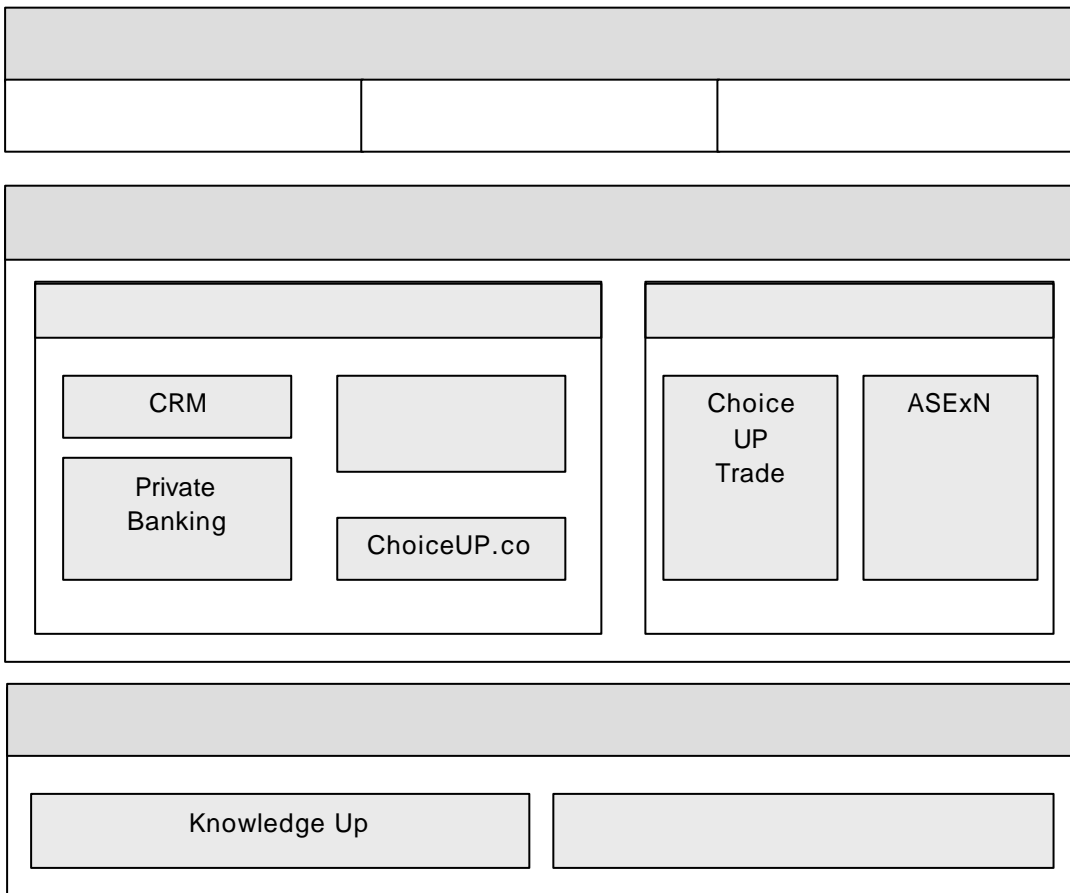
< 2>

1) : 가가 Guide  
CRM : 1 to 1  
PB(Private Banking) : 가  
ChoiceUp.com :

2) ChoiceUp Trade System : on-line  
ASExN : 가

Knowledge Up ,

< 2 >



4.

4.1. CRM

1) CRM

CRM(Customer Relationship Management)

가 IT 가  
CRM  
CRM  
가

2)

CRM DB Data Mining

< 3>

< 3> ( )


		,	,
		,	,
		,	,

CRM

(PB)

ChoiceUp.Com Knowledge Up

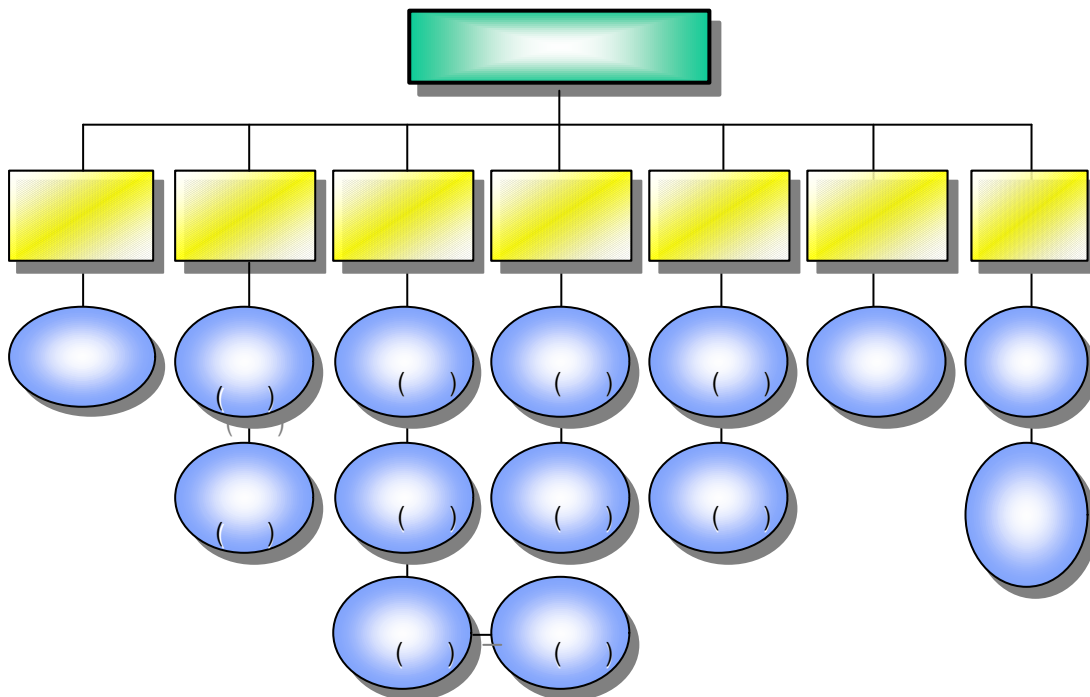
CRM system

ChoiceUp.com

CRM

< 4>

< 4> CRM



4.2.

1)



, Broker Asset Manager

2)

가  
(Financial Consulting Service System)

< 5>

< 5>

( )			& / 가	/ 가
( )		Know-How	/	Know-How
( . )	Wraptopia		, ,	/ /

( )			/ /
	Solomon Pro	가 가	/

4.3.

Private Banking System

1998 10

< 6 >

< 6 >

Private Banking Program

	VIP CLUB	ROYAL CLUB	GOLD CENTER	VIP MEMBERS CLUB	VIP CENTER		S & I	CAESAR'S CLASS
가 PB								
		3 25 PB	11	9 ,	2	1	1	1
	1	1	1	3	2	-	5	1

1  
 1 가  
 ( : , )  
 < 7>  
 PB Team

Call Center

< 7>

	5% ( VIP )
	:
	/
	, 40%
	, , ,

5.

5.1. Leadership

1)

. 2001

74%

Goodil, Kiwoom, E-Smart, E-Trade

Samsungfn.com, Bestez.com  
, on-line off-line

## 2) ChoiceUp Trade System

ChoiceUp Trade System

가

가

, 1 to 1 , on-line  
ChoiceUp.com

ChoiceUp Trade System 2000 12 1 ,  
, 260% 가, 1 580% 가 가 가 ,  
76 가

## 5.2. Global On-Line

가

, IT

가

가

Web Trading System  
Exchange Network)

ASExN (Asia Stock  
ASExN 가

6.

6.1.

KnowledgeUp System

Knowledge Up System < 8>

가

가

< 8> KnowledgeUp System

TF

6.2.

2000

- 2000 8 ChoiceUp Trade System
- 8 ASeXN ( )
- 10 KnowledgeUp
- 12 ChoiceUp.com
- 12 CRM

2001 2

ASeXN ( )

2001 2/4

가

가

(NCSI) 가

1

가

가

가

1

global competition

가

gap