

COMPANY PROFILE



www.shinil.co.kr

신일산업 사옥



1. CHEON AN FACTORY



R&D, QA, Production Management office.

Production Line

Warehouse

Reference – Corporation report (by NICE & NAVER).

SHINIL INDUSTRIAL Co., Ltd

- 1) Establishment : 1959
- 2) Turnover : Domestic - \$ 168,724,540
Export -
- 3) Head office : Seoul
- 4) Factory : 1. Cheon An city, Korea.
2. Cheongdo city, China.
3. China.
- 5) Headcount : 131
- 6) Main products :
Fan, Air circulator, MOP, Summer & Winter appliance, Kitchen appliance products, etc.

경쟁현황		산업 내 위치				
소속산업 현황						
산업명	가전제품 및 부품 도매업(G46521)					
평가기준일 Estimation Date	2019.06					
산업평가 통합등급	6					
여신정책	선별확대					

활동성	수익성	안전성	성장성	규모
(Business Activity)	(Profitability)	(Safety)	(Growthability)	(Company Scale)
Middle Class	Top Class	High Class	High Class	Top Class
중위	최상위	상위	상위	최상위

산업의 통합전망이 불투명하여 경제여건 및 환경악화에 따라 사업환경의 변화가 두려워져 실적 수준의 규약을 유지하나 성장성은 미미한 산업임.

2. COMPANY HISTORY

"Great Journey & Together Companion"

1959~1989

- 1959 : Founded Shinil Industrial Co., Ltd.
- 1964 : Developed Compact-motor.
- 1973 : Exported Compact motor to the whole of world.
- 1978 : 10,000 production volume/Day
- 1980 : KS mark for fans (first in Korea)
- 1982 : Exported Over 1,500,000 electric fans
- 1989 : Exceeds 1.3 million units/FAN/Sale

Volume

1990~2009

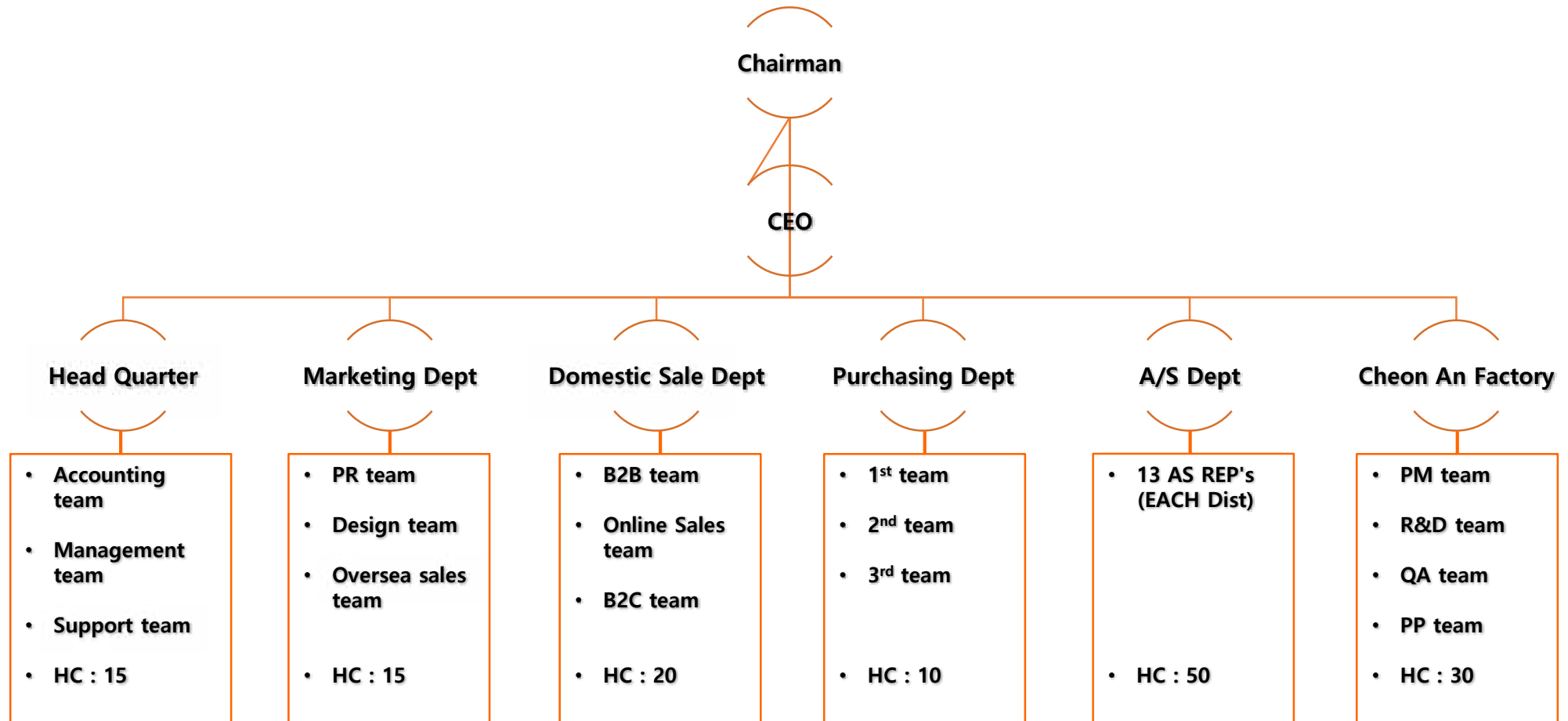
- 1991 : Acquired the GOOD DESIGN/FAN.
- 1998 : Commenced Wendeng factory in China
- 2004 : Commenced Qingdao factory in China
- 2006 : Selected as the best company in Korean Standard Quality Excellence Index
- 2009 : Selected as one of the 100 best companies selected by buyers and editors

2010~

- 2013 : Selected as a GOOD DESIGN (SIF-P14DR)
- 2015 : Selected as a GOOD DESIGN (Humidifier MOOMOO)
- 2015 : Selected as the best company in KSQEI(Korean Standard Quality Excellence Index) for 10 consecutive years
- 2017 : Selected as the best company in KSQEI (12 consecutive years)
- 2018 : Inauguration of CEO Yun-Seog Jeong



3. ORGANIZATION

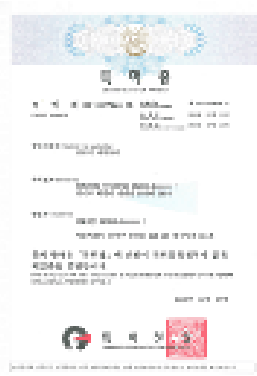
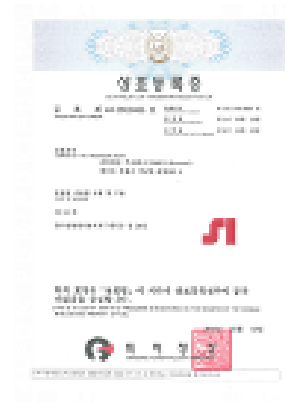


* Head Count : 140

No 1 manufacturer for FAN



2 Price-wise & Quality-wise



3 Major Players for home appliance product in Korea.

shinil



산업내 경쟁분석

(기준:2017년)

구분	기업명	2017		2016		2015	
		매출액(천원)	순위	매출액(천원)	순위	매출액(천원)	순위
-	산업평균	11,212,953	-	9,058,177	-	8,664,384	-
-	조해태기업 SAMSUNG	144,957,646	7	124,047,504	9	106,415,966	8
1	삼성전자(주)	2,482,712,954	1	2,206,626,064	1	2,100,972,731	1
2	(주)이노비전 SONY	2,008,093,000	2	1,719,509,792	2	1,452,959,261	2
3	소니코리아(주)	1,118,740,309	3	960,064,414	3	1,031,699,745	3
4	(주)에스아이에스리테일	589,027,527	4	522,557,316	4	512,961,815	4
5	(주)에이텍	205,138,337	5	125,990,102	8	44,823,297	17
6	SHINIL	1000억원 ~ 5000억원	6	1000억원 ~ 5000억원	5	1000억원 ~ 5000억원	6
7	SHINIL	144,957,646	7	124,047,504	9	106,415,966	8
8	SHINIL	1000억원 ~ 5000억원	8	-	-	-	-
9	SHINIL	195,489,160	9	130,135,310	7	109,628,234	7
10	(주)칼리인터네셔널	108,866,705	10	111,928,922	10	104,450,561	9

- 표준산업분류의 동일 업종으로 분류된 기업들의 매출액을 분석한 내용이며, 년2회 산출합니다.
- NICE기업정보 @yodae를 이용한 산업내 경쟁분석은 상세보고서에서 확인 가능합니다.
- 최근 매출액은 외감법인 및 상장사에 한해서만 공개됩니다.

Reference – Turnover for 3years & Ranking in domestic market(by NICE & NAVER).

4 Different Kinds Appliance Products.

Summer Appliance



Home Appliance



**Up to your choice,
whatever you want.**

More than 2K Appliance Products in Total.
It's Surf & Turf, beef & reef and chips & burger.

Winter Appliance



Kitchen Appliance



New Summer Appliance Products (2019)

shinil



AIR CIRCULATOR + AIR PURIFIER



Portable A/C



FAN



New Winter Appliance Products (2019)

shinil



ECO HEATER



ROTARY HEATER



CONVECTOR HEATER



New Kitchen Appliance Product (2019)

shinil



BELNDERS



AIR FRYER



MICROWAVE RANGE



New home appliance product (2019)



AIR PURIFIER.



Humidifier (MOOMOO®)



MOP & VACUUM CLEANER(Rollingsturn®)



5. DISTRIBUTOR RECRUITMENT

1. Details for the recruitment

- **Content** : Distributors for SHINIL Home appliance products.
- **Nation** : All Nations
- **Location** : The distributors shall be located in the same states as their target territory/Nation.

Remarks

"The contents of this presentation file do not represent an offer of entering an agreement with SHINIL Industrial Co.,Ltd nor acknowledgment of its terms shall constitute a legal agreement between our companies. The terms indicated herein are non-binding and do not represent any promise by SHINIL Industrial Co.,Ltd. The contents of this presentation are exclusively intended to the purpose of attracting potential business partners in order to initiate discussions toward a formal distribution/agency agreement and/or other form of engagement the parties might mutually agree upon proper discussions."

2. Surveillance Procedure (Examination period: Approx. 6 months)

- **Documentary examination**
- **Visit interview**
- **Credit inquiry**
- **Negotiation on terms and conditions**
- **Contract**

3. Please fill the attached application form and send it by e-mail.

- File attached([Application form](#)).

Q&A

THANK YOU.