

KOREA ENTRY ASSESSMENT – SUMMARY

Oficina Alva

Portugal · Living · Handmade tableware

Should Oficina Alva enter Korea now, through which door, and can it make money there? Every finding is labelled by how certain we are.

Sample document, summary edition. Oficina Alva is a fictional brand, invented to show the work. The assessment is the output of our standard analysis, with the wording tidied. Any market figures it cites come from our Korean market library.

VERDICT

Test first

MARKET FIT

71 / 100 · Promising

DATE

5 October 2026

PREPARED BY

Brandory Studio

01 The decision

OUR READ · TEST FIRST

Test fit before committing

The credible route is a focused test of Portuguese handmade tableware in Korean meal settings, not a full launch. Hold back from stock, listings and product redesign until use, price, partner and product-specific import requirements are clearer. **HYPOTHESIS**

WHY NOT GO NOW

Korean meal-format fit, price acceptance, channel terms and product-specific import requirements are not yet established.

WHY NOT WAIT

The brand has a clear everyday handmade position, existing European sales and a concrete product-use question that can be tested without changing the full range.

FIRST ACTION

Run a Seoul use test with six home cooks and four small restaurant operators, comparing current pieces with rice-bowl, soup-bowl and small-side-dish combinations.

Not yet: Do not commit to Korean stock, retailer listings, exclusivity or a full redesign yet.

02 First customer, and one line

WIN FIRST

Korean home cooks in Seoul
Start with home cooks who care about handmade tableware and use rice, soup and several small side dishes in everyday meals. They are a narrower first test than the broader home-cook and restaurant audience, while restaurant operators remain a useful secondary check. **HYPOTHESIS**

THE ONE LINE TO TEST

“Portuguese handmade tableware for everyday Korean meals”
It keeps the brand's Portuguese workshop identity while making the Korean use context explicit. Test it against a craft-led alternative before adopting it. **HYPOTHESIS**

03 Can it make money?

No cited Korean shelf price is available, so the economics cannot yet show whether premium handmade positioning survives import, channel and operating costs. The first calculation must follow a real competitor-price map and a confirmed channel proposal. **UNKNOWN**

UNKNOWN

Korean price acceptance

The Korean landed price, channel costs and position against domestic handmade ceramics and premium factory stoneware are unknown. No cited source gives product-level comparison prices.

UNKNOWN

Product fit and specifications

The dimensions, stacking, set combinations, durability, dishwasher and microwave suitability of the current pieces are not confirmed for Korean meal use.

UNKNOWN

Korean entry partner

No Korean importer, distribution partner, channel agreement or previous Korean sales record is confirmed.

UNKNOWN

Model-specific import requirements

The library explains general household-product safety procedures, but it does not establish which requirements apply to these stoneware tableware models.

UNKNOWN

Message and purchase response

It is not known whether Korean buyers will read handmade irregularity and Portuguese craft as everyday value, decoration or an unjustified premium.

What the full assessment adds

- The Korean shelf and price ladder, and the routes in, compared
- The landed-cost ceiling, worked out from prices Korean buyers already pay
- What must be done before the first shipment, item by item, with sources
- A ninety-day test plan with a go and a stop rule for each test
- Korea Market Fit, one page to keep, and a walkthrough session with the team

How to read this document

This is a directional assessment — not a market forecast. Every finding is labelled by how certain it is, and what could not be established is stated as unknown rather than filled in.

CONFIRMED

Directly verified from information the brand provided.

INFERENCE

A reasonable reading of the available information — not an established fact.

HYPOTHESIS

Not yet supported by enough evidence — needs validating.

UNKNOWN

There is no basis to judge this yet — it needs separate research.