

KOREA ENTRY ASSESSMENT — SUMMARY

Vidde

Sweden · Fashion · Outdoor apparel

Should Vidde 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. Vidde 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

67 / 100 · Promising

DATE

5 October 2026

PREPARED BY

Brandory Studio

01 The decision

OUR READ · TEST FIRST

Test first. Hold the launch.

The route in is a focused test of Vidde's technical outerwear with urban adults who hike at weekends and want one jacket for both settings. Hold back from treating the Nordic design, repair offer or premium position as proven in Korea. **HYPOTHESIS**

WHY NOT GO NOW

The first customer, acceptable Korean price, local alternatives and repair operations are not yet known. The current evidence supports a direction, not a launch case.

WHY NOT WAIT

Vidde has a defined product range, a clear mountain-to-city use case and an existing repair-led brand model to test with Korean buyers.

FIRST ACTION

Recruit 5–8 Seoul-based urban adults aged 28–45 who hike at weekends, split between city-led and hiking-led use, and interview them using a waterproof shell jacket concept.

Not yet: Do not commit to Korean inventory, a distributor contract, retail listings or a public repair promise yet.

02 First customer, and one line

WIN FIRST

Urban weekend hikers seeking one jacket
Start with urban adults aged 28–45 who hike at weekends and want one technical jacket for both outdoor activity and city use. This is the narrowest group supported by Vidde's current positioning, but Korea must confirm whether the city or hiking need leads the purchase. **HYPOTHESIS**

THE ONE LINE TO TEST

"One technical jacket for the mountain and the city."
It keeps Vidde's existing use case clear while testing whether practical repeat wear, rather than trend appeal, creates Korean demand. **HYPOTHESIS**

03 Can it make money?

No cited Korean price is available, so the economics cannot yet establish a workable landed-cost limit. First identify comparable Korean products, then test whether Vidde's technical, urban and repair proposition can support its intended premium route. **UNKNOWN**

UNKNOWN

First Korean customer

It is not known whether hikers or city-led users show stronger interest, purchase intent or willingness to connect both use cases in one jacket.

UNKNOWN

Korean price and competition

No Korean comparison products, prices or accepted premium range are available. Vidde's price position therefore cannot yet be judged.

UNKNOWN

Local route and repair model

No importer, retail partner, repair intake point, logistics arrangement or handling time is confirmed for Korea.

UNKNOWN

Message that drives purchase

It is not known whether hiking performance, urban versatility or durability and repairability creates the first serious purchase consideration.

HYPOTHESIS

Repair as premium proof

A repair programme could strengthen trust if customers can access it easily and receive a clear service outcome. This may also become a purchase concern if the Korean process is slow or unclear.

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.