

# **SOGOODK PTE LTD**

## **ABOUT US**

So Good K is an online purveyor of premium Korean lifestyle products. It was established by accomplished professional chef, television host and food author Olivia Lee in June 2021 to help artisanal Korean brands with exceptional products enter new international consumer markets. The So Good K selection currently includes food, fashion, beauty and lifestyle.

At So Good K, we hold quality at the heart of our philosophy. We are committed to bring our customers the finest products from authentic source.

## **VISION**

Our vision is to be a leader in the premium Korean products, and for our customers to benefit from enhanced quality of life through our products.

## **MISSION**

So Good K aspires to provide a noteworthy shopping experience for our customers and a diverse selection of premium products.

## **General Business Information**

- Business Name: SoGoodK Pte Ltd
- Head Office Address: 1 Scotts Road, Shaw Centre, #24-05, Singapore 228208
- Phone Number : 96262906
- Website Address: <https://sogoodk.com>
- Company Status: In operation
- Contact Information of the Person in Charge (His Name, Phone, Email Address etc): Olivia Lee, 9177 9284, [olivia@brandfitsg.com](mailto:olivia@brandfitsg.com)

## **Business Details**

- Date of Creation: May 2021
- Main Areas of Activities of Business: Curator and supplier of premium fine quality Korean products – including premium fresh produce, dried ingredients, skin care, body care and infant products.
- Main Products: Fresh seasonal produce, dried culinary ingredients, ready to eat products, cosmetics, skin care products.
- Main Services: Consultancy and marketing
- Principal Customer Industries and Geographies: Singapore

## Our logo



The logo embodies what SoGoodK is. We want to bring to our customers, serving them on a platter filled with fantastic produce and ingredients of the very best quality from Korea.

## Our products and services

We currently carry a variety of seasonal fresh produce on pre-order basis. The fruits we have include Master Cho's Muskmelons, Kyoho grapes, Shine muscat, Goguma, Jeju Tyvek tangerine, Roe Deer Butt Mushroom, White and Yellow peaches as well as Hallabong and Redhyang. In season now is our premium Korean Jukhyang strawberries.

Besides that, we also have many dried and ready to eat products ranging from Master Hee's Seaweed Laver Snack to Golden Queen No. 3 rice, Hong Yeong Ui Snow Crab White Soy Sauce, Gapyeong Yellow Pine Nuts, Muhwadam Green Fig jam and vinegar and Queensbucket Sesame and Perilla Oils and seeds.

All products were sourced and curated from quality farms around South Korea as well from renowned manufacturers and suppliers in the country.

All products are exclusively found on [SoGoodK.com](https://www.sogoodk.com).

To ensure our customers get the best quality product, we air flown all the products directly from Korea and deliver them straight to our customers as soon as the stocks are in our warehouse. We will ensure our customers get the freshest and highest quality produce from us every time.

## Time line

2020

### Dec 2020

Director and Founder Olivia Lee conceptualise a company that will complement Brandfit to make Singaporeans more aware of quality premium Korean products.

### May 2021

Initially to be called W **2021** s last changed to SoGobak and the ecommerce site sogoodk.com was launched.

### June 2021

Official debut of the site to the public eye with the launch of our best selling 'Make Your Own Maesil Cheong Kit' and other Korean products including the popular Yuja Cheong, Queensbucket Sesame and Perilla Oil, Master Hee's Roasted Laver Snack etc.

### Sep 2021

As with tradition, SoGoodK introduced gift sets for Chuseok and was very received by the local Singaporean as well as expat Koreans here. Our shine muscats, apple, pear and dried persimmons gift sets were very popular and hit a new high for us as a brand that supplies such premium produce from Korea.

We also collaborated with ANJU Restaurant to feature and sell their premium liquors.

### Nov 2021

Our follower base grew to 10,000 for our Instagram account, sogoodk.sg. This is an achievement for us in within 5 months.

Following that, STYLE K was born. STYLE K is a branch off of SoGoodK to provide premium selection of fashion and lifestyle products. This is part of SoGoodK's growth to become a holistic purveyor of premium Korean products.

### Oct 2021

One of Korea's popular dish Ganjang Gejang, or Soy sauce marinated crab debut on our store. It instantly became a hit with many customers who have eaten it before or knew about this dish.

We have also now exclusive agreement with Ilmi Restaurant to supply their Ganjang Gejang and other seafood items like Spicy Crab, Soy Sauce marinated shrimps and abalone.

### Present

Growing strong, we now have over 190 SKU variants available to our customers.

Seasonal produce like peaches, Master Cho's Musk melons, Shine muscat grapes, strawberries, sweet tangerines, Ganjang Gejang and champagne makgeolli are some of the popular items our customer bought. All items come packed in our special SoGoodK cooler bags and delivered to our customers weekly.

In Jan 2022 we also curated specially for our customers premium Hallabong and Redhyang mandarins for the Lunar New Year. They were a sell-out and many customers were still asking if we sell them today.

