

TechWave

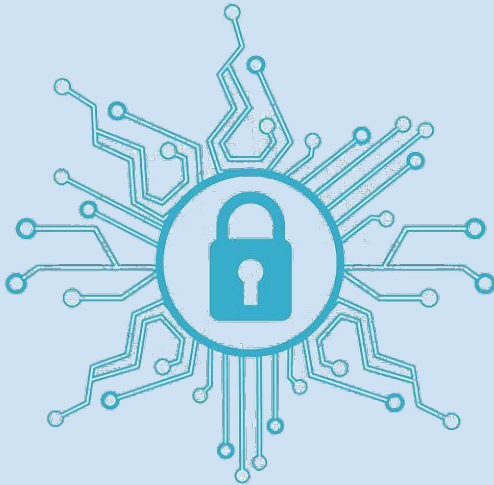
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TECHWAVE

CYBER SECURITY SOLUTIONS

Introduction



- TechWave - specializes in cybersecurity consultations
 - Offers customizable consulting packages for clients
- Target Clientele: Businesses
- Headquarters Location: Bay Area, CA - Silicon Valley
- Core Mission: provide solutions to address digital security and compliance concerns
- Future Goal: international expansion
 - Location: South Korea



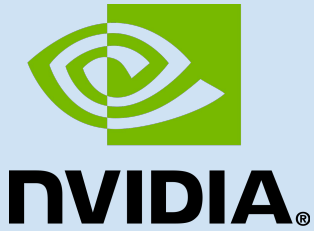
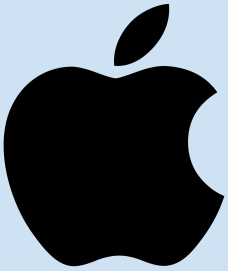
Cybersecurity Solutions & Compliance Consulting

- Cybersecurity
 - Vulnerability Assessment
 - Penetration Testing
 - Threat Intelligence
 - Incident Response
- Compliance Consulting
 - Compliance with industry regulations and standards
 - Data Protection and Privacy





Home Country



- Location: Bay Area, CA - Silicon Valley
- Home of some of the largest technology companies
- One of the largest economies in the world
 - GDP per capita of \$76,398 (2022)
- Political System: Democratic
 - Joe Biden is the current president, serving since 2021

Host Country

- Location: South Korea
- Historically a war-torn nation and transformed into an economic powerhouse
- Some large technology firms:
 - Samsung, LG, Coupang
- Rising economy
 - GDP per capita of \$33,644 (2022)
- Political System: Democratic & State-led Capitalism
 - Yoon Suk Yeol is the current president, serving since 2022



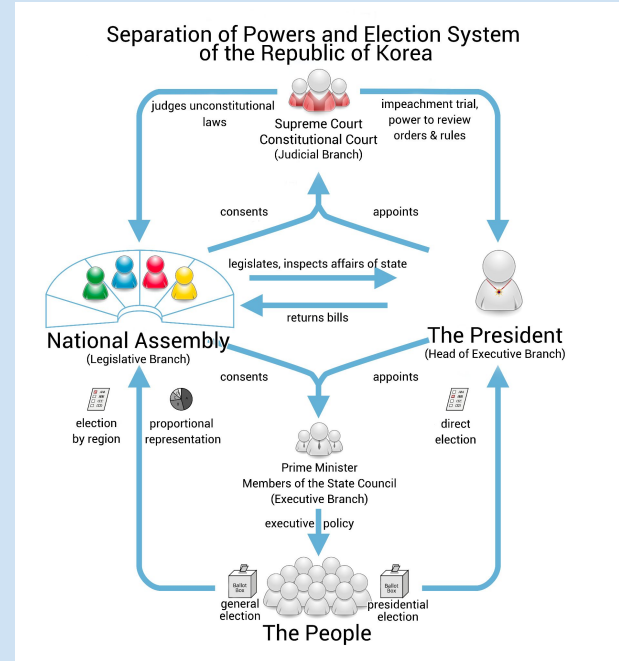
Entry Strategy



- Wholly Owned Subsidiary
 - When a firm owns 100% of the stock
 - Setting up a new operation through a greenfield venture
- What is good about it?
 - Full control over operations
 - More consistent and manageable
 - Global Strategic Coordination
 - More security for profit

South Korea Environment

- Shaped by both traditions and modernity
- Mixed economy
 - Allows private sectors freedom
 - Protects workers and private businesses
 - Government regulations are minimal
- Follows a Democratic system
 - Led by an elected president
 - Executive branch: President, Prime Minister, State Council
 - Legislative branch: Korean National Assembly
 - Judicial branch: Supreme Court and Constitutional Court





Cultural Profile



- Collectivism
 - Prioritizes group well-being over individual interests
- Technology and Innovation
 - Technological advancements is a norm
 - Latest technological trends and gadgets are embraced
- Hospitality
 - Polite language
 - Respect towards elders
 - Courtesy in social interactions
- Work Ethic
 - Efficiency and Productivity



Company & Overseas Operations

- Top Management
 - Chief Executive Officer (CEO)
- Executives
 - Chief Financial Officer (CFO)
 - Chief Operating Officer (COO)
 - Chief Technology Officer (CTO)
 - Chief Compliance Officer (CCO)
- Departments
 - Cybersecurity Services
 - Compliance Consulting
 - Security Operations Center
- Overseas Operations
 - South Korea Regional Office



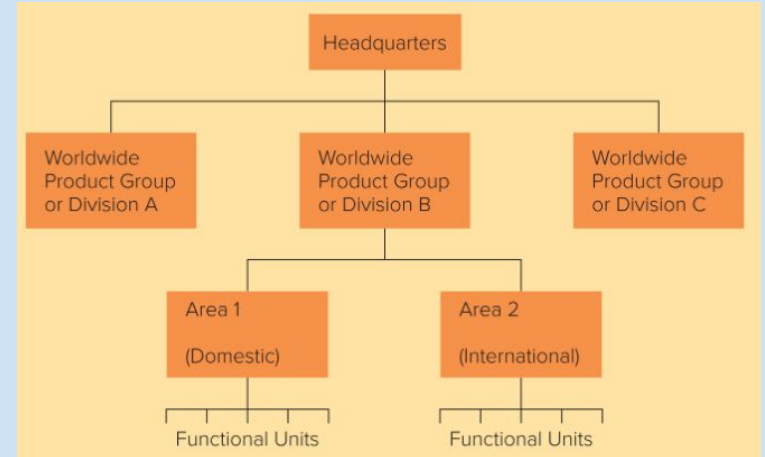
Staffing Policy



- Have an ethnocentric staffing policy during the beginning of TechWave's operations in Korea
 - Current employed will hold key positions
 - Bring current knowledge and skills to Korea
- Pivot towards a geocentric staffing policy for the future
 - Create a more diversified business culture

Leadership & Motivational Systems

- Worldwide Product Divisional Structure
 - Separate domestic/international areas by product group
- Personal control system
 - Direct communication
- Incentive Systems
 - Competitive pay
 - Yearly bonuses



Possible Communication Challenges



- Spoken
 - Different interpretations
- Cultural Differences in Communication
 - Differences in etiquette and social norms
 - Body Language
- Time Frame
 - Same day response is important
 - Lack of communication = lack of interest
- Hierarchy
 - Applies to business

Control Issues: Ethical Concerns

- Deadline pressure is leading cause of unethical behavior in business
 - Solution:
 - Realistic performance goals
 - Ethical policies
- Allow employees to voice concerns
 - Ethics reporting channels
 - No retaliation policy



Concerns of the Host Country



- Foreign corporations have more power than domestic firms
 - Competition nonexistent
- Adverse Balance of Payments
 - Korean based employees will purchase housing/goods
- Possible loss of economic independence
 - Learning effects will transfer information into South Korean market from TechWave



Thank You!