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**Flying  
Cows**  
Consulting

플라잉 카우스  
**Korea**



**Teaching English in South Korea...Without the Bull!**

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Amanda McGillivray

Flying Cows Consulting Ltd.

[www.flying-cows.com](http://www.flying-cows.com)

amanda@flying-cows.com

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# The Cows

- Launched in 2004
  - Objective: To help native English speaking graduates find teaching placements in South Korea
  - Negativity in the industry
  - Gap in the market for a UK based company
  - Transparency, honesty, reliability
  - Flying Cows – Teaching English in South Korea Without the Bull!
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# Teaching in Korea



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# Market Research

- In addition to local market knowledge we found;
  - ↑ number of tourists going to Korea
  - ↑ number of English speaking university graduates taking gap years
  - ↑ number of available teaching positions in Korea
  - ↑ dissatisfaction with placement services
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# Routes to Market

- Direct

FC working directly with schools collecting 100% of the placement fee

- Indirect

FC working via Korean agents, sharing the placement fee

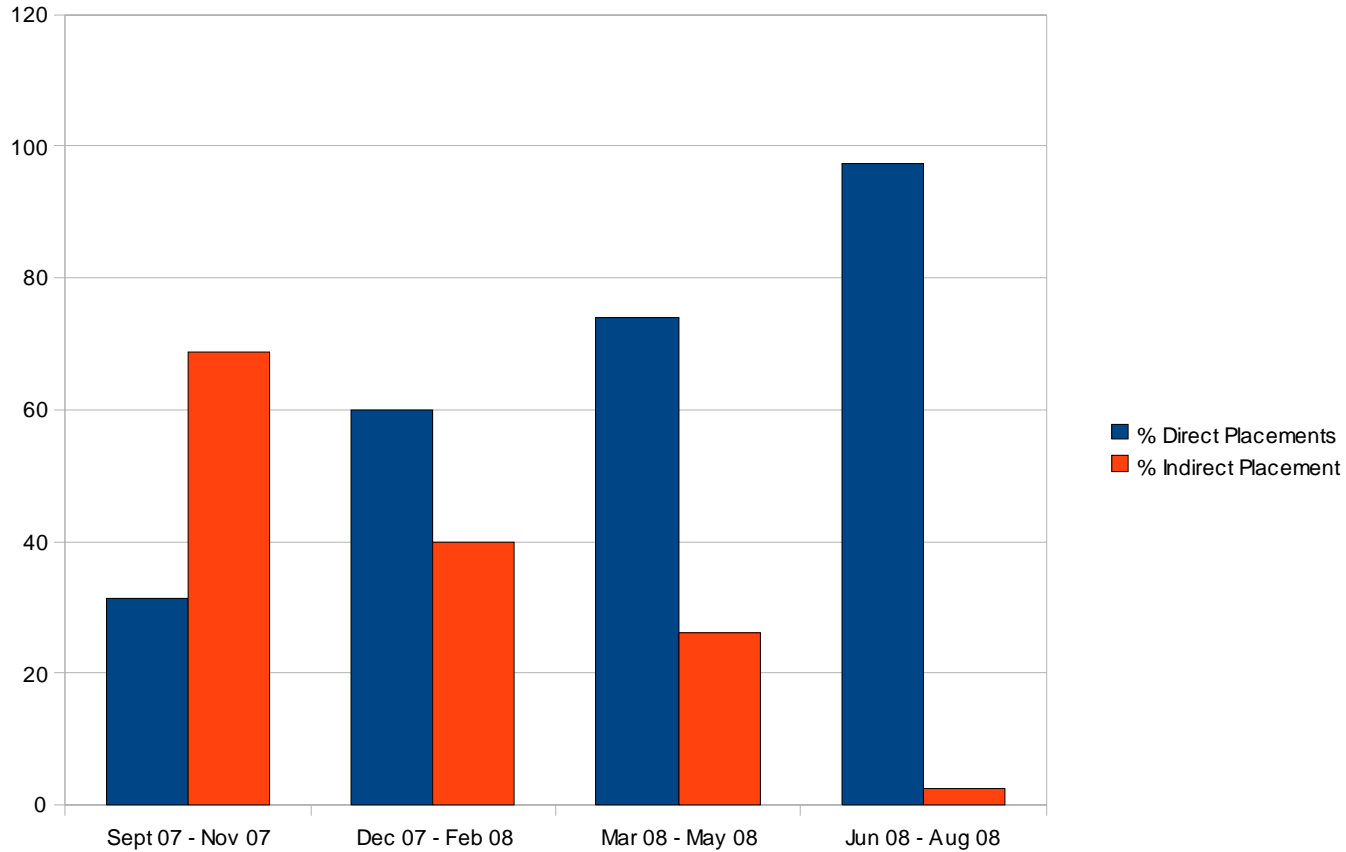
- Agents

Trust, methodology, ethics

- Local Staff

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# Routes to Market



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# Doing Business in Korea

- Language barriers

Make sure they understand you

- Cultural awareness

Don't let it rule your business

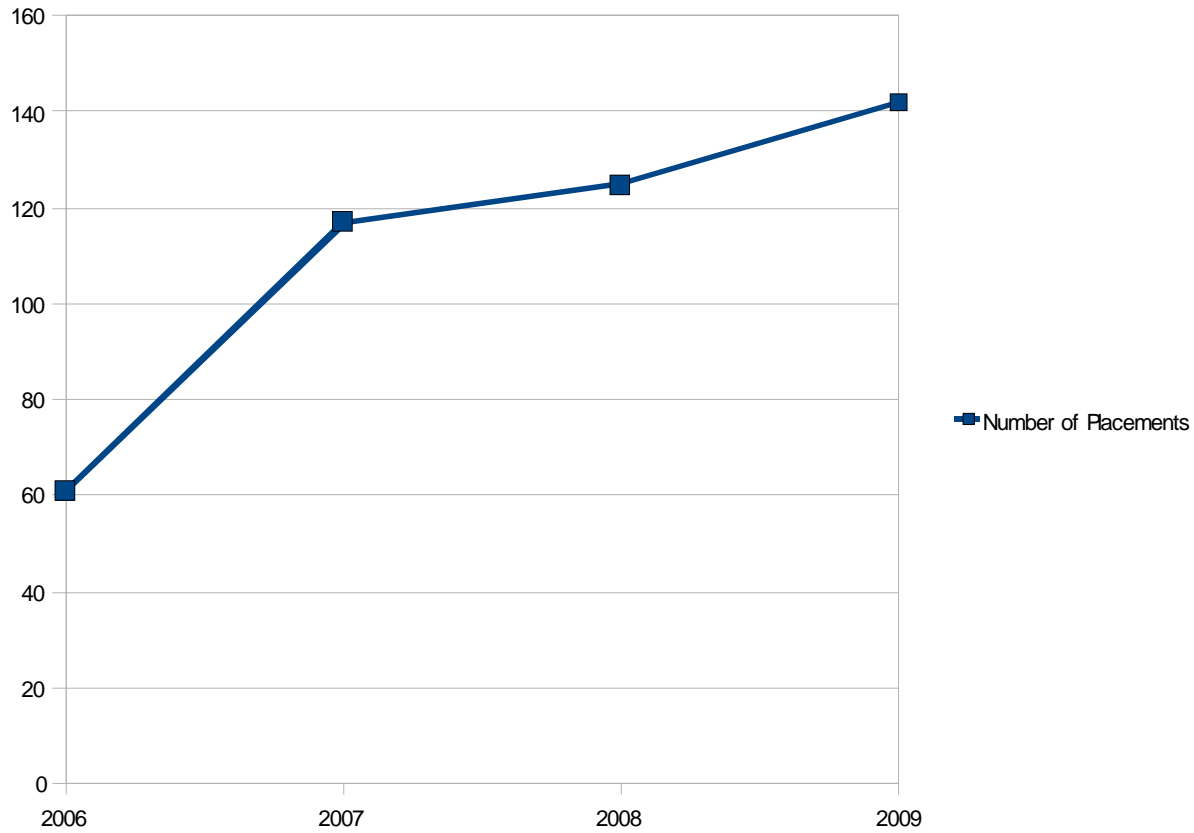
- Gaining respect & building reputation
  - Developing lasting relationships
  - Getting paid
  - Know your competition and be better than them
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# UK = Quality

- Better screening process
  - Well prepared teachers
  - Better qualifications and experience
  - Clear, efficient working procedures
  - Quality, reliability, respectability
  - Improving processes & standards
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# Progress



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# Rewards

- Increasing demand for Flying Cows' services
  - Development of new projects through established business contacts
  - Improving UK-Korea relations
  - Personal satisfaction: watching other people fall in love with Korea as I did in 1999, knowing we have contributed to improving the ESL Recruitment industry in Korea, deepening understanding of Korean people, culture and business.
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# Conclusion

- Korea is an amazing country
  - Koreans are wonderful people and shrewd business people
  - Know your market
  - Make an effort to understand how your customers think but do not get caught up in cultural correctness - good business transcends cultural differences
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# A Thought...

- Real knowledge is to know the extent of one's ignorance. (Confucius)

# Korea



# Korea

