

# Lawson Inc in Consumer Foodservice (Japan)

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## Abstracts

Lawson aims to increase its operating profits to ¥100.0 billion by 2020. In order to achieve this, the company plans to expand its consumer profile, especially to women and older consumers, as the current main consumer base comprises males aged 20-40. It also plans to strengthen its customer relationship management by utilising and analysing subscribers of Ponta Card, the company's loyalty programme.

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