

# Lotte Card Co Ltd in Financial Cards and Payments (South Korea)

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## Abstracts

Lotte Card has strong retailing power, as Lotte Group holds various retailing channels: hypermarkets, department stores, electronic specialists, warehouse clubs, home shopping, and online malls. All of these retailing channels provide benefits when using Lotte Card. Lotte Group's discount offers and point saving offers help Lotte Card hold a certain level of market share by attracting consumers. However, to expand the market coverage, the company is showing effort in offering credit cards with...

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