

Lotte Hi Mart Co Ltd in Consumer Appliances (South Korea)

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Abstracts

Although Lotte Himart is an established leader in its retail channel of electronics and appliance specialists, its growth slowed down in mid-2015. This was due to the overall stagnation of electronic appliances in South Korea and the unexpected MERS issue during the first half of 2015. Regardless, the company is moving ahead with its strategy of product diversification by adding the new category of household goods into its stores. The process is on-going as more stores reorganise their product...

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