

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

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Abstracts

Lotte Hi Mart, the leading consumer electronics retailer in South Korea, is aggressively expanding its bricks-and-mortar operations despite the stagnation of the offline channel. Currently, Lotte has 457 bricks-and-mortar stores across the country, with plans to open 17 more in 2017 and close six. Lotte is also trying to encourage consumers to purchase via its mobile app. Tablets are available in its stores so that consumers can order and buy products if they are not available in that particular...

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