

Lotte Shopping Co Ltd in Retailing (South Korea)

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Abstracts

Lotte Shopping Co plans to focus on new business areas to make up for the stagnation of department stores, hypermarkets and supermarkets. Since 2012, the company entered into warehouse clubs with Vic Market brand by changing underperforming Lotte Mart outlets to Vic Market outlets. Until 2014, outlets of Vic Market recorded 30% higher sales value than the outlet which was Lotte Mart. Meanwhile, the company continued to show a strong performance in Lotte Premium Outlet village since 2012 as...

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