

# Lotte Shopping Co Ltd in Toys and Games (South Korea)

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## Abstracts

The company is planning higher performance from its core operation, the internet channel, where it has secured a loyal customer base. The Toys “R” Us online mall opened in November 2014 and commemorated its second anniversary towards the end of 2016. The online mall has become the most established speciality retailer for toys and games, with over 20,000 product portfolios. The company is aiming to become the top performer among the 15 global countries that operate the Toys “R” Us online mall and...

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