

**MKT18**

## **Lotte Food Court: Leveraging Customer Value Through Synthesized Marketing Strategies**

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### **Abstract**

This case introduces Lotte as a key innovator within the field of dynamic distribution, examines their strategic initiatives and retailing approaches, and ponders emergent expansion decisions facing management. Specifically, within its retail outlets, Lotte's food court engages in an ingenious business practice that synthesizes numerous tactical initiatives and provides a sustainable competitive advantage. This case delineates their synthesized deployment of geolocation technology, horizontal strategic alliances, constrained choice strategies, simplified touchpoints, and brand equity utilization. Discussions ask how to enhance this process and regenerate configurations effectively within other competitive venues.

### **Conference Track**

Marketing