



General Information About Lotte Mart

○ Lotte's retail system all over the world (2015) – Established business system since 1998

A world map showing Lotte Mart's retail system in 2015. The map highlights four countries: Korea, China, Vietnam, and Indonesia, each with its respective flag. The map also shows the company's established business system since 1998.

COUNTRIES	STORES
KOREA	116
VIETNAM	10
CHINA	115
INDONESIA	39
Total	280

- ▶ To 2015 – there are total 280 stores over the 4 countries
- ▶ In the year 2015, the 3 new stores will take Grand Opening in Vietnam

■ Businesses In Vietnam



LOTTE Corallis (2009)



LOTTE Bibica (2006)



LOTTE Legend (2013)



LOTTE Cinema (2008)



LOTTE Mart (2008)



LOTTERIA (1998)



Lotte Department Store (2008)



LOTTE-Sea Logistics (2009)



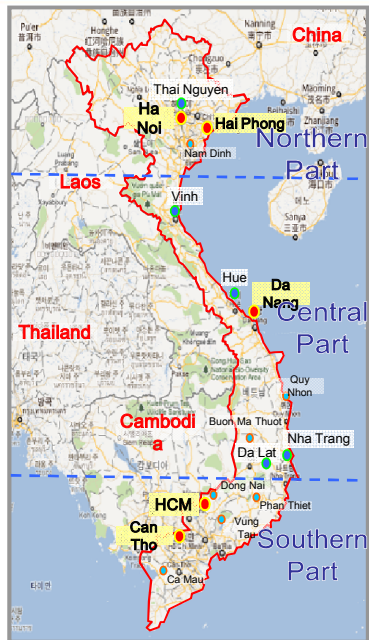
Lotte Home Shopping (2012)

■ Lottemart History in Vietnam

Years	Month	Main Issue
2005	12	○ Vietnam Partner Joint Venture Agreement (Minh Van)
2006	10	○ Vietnam Retail Business Acquired
	12	○ Company registration and establishment
2007	1	○ 2 nd Store Contract
	10	○ 1 st Store Construction
2008	12	○ 1 st Nam Saigon(HCMC) OPEN (18/12)
2010	7	○ 2 nd Phu Tho(HCMC) OPEN (1/7)
2011	10	○ Increase of capital (40 mil USD)
2012	8	○ 100% Foreign investment company
	11	○ 3 rd Dong Nai OPEN (29/11)
	12	○ 4 th Da Nang OPEN (21/12)
2013	11	○ 5 th Binh Duong OPEN (21/11)
	12	○ 6 th Phan Thiet OPEN (5/12)
2014		○ 7 th Dongda(Hanoi) OPEN (27/3)
	3	○ 8 th Lotte Center(Hanoi) OPEN (2/9)
	8	○ 9 th Vung Tau OPEN (27/11)
		○ 10 th Tan Binh (HCMC) OPEN (18/12)



■ Long-term Expansion Plan (60 stores in 2020)



	Plan (~2020)			
	Existing	Contracted	Plan	Total
Northern Part	2	-	20	22
Central Part	1	1	8	10
Southern Part	7	2	19	28
Total (60)	10	3	47	60

<Lotte Mart Sourcing>

1. Sourcing Results of Lotte Mart in 2014

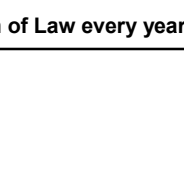
■ Results of sourcing Vietnamese products in 2014

(Unit : mil \$)

Section	Sourcing amount	Main Items
Fresh Food	2.5	Mango/Shrimp/Dried squid/Coconut/Dragon Fruit....
Dry Food	1.8	Snack/Candy/Rice noodles/Rice paper/Spring rolls/Sauce
Non-Food	10.2	Cooking, Kitchen Equipment/Interior/Home Déco
Fashion	7.5	T-Shirt/Pants/Jacket/Shirt/Jean/Underwear/Socks
Total	22.0	

2. Vietnamese imported Items to Korea

(1) Fishery (Frozen and Dried)

Product (English)	Product (Vietnamese)	Picture
Shrimp	Tôm	
Mittra squid	Mực lá	
Anchovy	Cá cơm	
Largehead hairtail	Cá hổ	
Croaker	Cá đù	
Snapper	Cá điêu hồng, cá hường	
Squid	Mực ống	
Cuttlefish	Mực nang	
Crab (Frozen)	Ghẹ (đông lạnh)	
Octopus	Bạch tuộc lớn	
Small octopus (frozen)	Bạch tuộc nhỏ chân dài	
Leatherjacket fish	Cá bò da	
Webfoot octopus	Bạch tuộc nhỏ chân ngắn	
Ray	Cá đuối	

→ Before export to Korea, Supplier must check Korean Law (Revision of Law every year)

(2) Fruit (fresh, processed, Frozen)			
Product (English)	Product (Vietnamese)	Picture	
Coconut	Dừa		
Pineapple	Pineapple		
Dragon fruit	Thanh long		
Passion fruit	Chanh dây		
Mango	Xoài		
Mangosteen	Mãng cụt		
Rambutan	Chom Chom		
Banana	Chuối		
Guava	Trái ổi		
Papaya	Trái đu đủ		
Lemon	Chanh		
Pomelo	Bưởi		

→ Before export to Korea, Supplier must check Korean Law (Revision of Law every year)

(3) Vegetable (Frozen, fresh: Kimchi making season Oct~Dec - over demand)

Product (English)	Product (Vietnamese)	Picture	
Hot Pepper	Ớt		
Carrot	Cà rốt		
Garlic	Tỏi		
Ginger	Gừng		
Mushroom	Nấm		
Broccoli	Bông cải xanh		
Lettuce	Rau diếp		
Chinese cabbage	Cải thảo		

→ Before export to Korea, Supplier must check Korean Law (Revision of Law every year)

Product (English)		Picture
Snack	Biscuit	
Candy	Rice noodle	
Coffee	Rice paper	
Sauce	Instant noodles	
Dried Fruit	Beer	
Cashew nut	Sauce	

→ Before export to Korea, Supplier must check Korean Law (Revision of Law every year)

Product (English)		Picture
Home-decoration	Wood deco, Plastic deco etc.	
Cooking, Kitchen Equipment	Fry pan Spoon/chopstick	
Interior	Lamp, Leather goods Wood goods	
Textiles	Fiber, cloth texture	
Fashion	Jeans, Shoes, Jumper	
Underwear	Pants Socks	

→ Before export to Korea, Suppliers must check Korean Law (Revision of Law every year)

3. Important Factor of Export to Korea

(1) Import Law of Korea

	Content
Import Prohibition	● Items which are produced much in Korea ● Items of country which is designated as import-prohibition country
Quarantine Law	● All imported Items must pass quarantine law → Very strict

(2) Price

- Price must be competitive compared to other country (In case of same quality)
- First launching price in Korea is important...
- A Good point of Vietnamese products is price.

(3) Quality

※ Current problems of Vietnamese products

Issues	Content
Taste	● Some of Vietnam products is not popular with Korean customer → Special taste to only Vietnam people is not good for Korean customer → consider past sourcing result of Lotte Mart in Korea
Uniformity	● Lack of uniformity (Even if Price is low) → Different Size / Quality / Color / Taste / Sweetness
Package	● Package status is not good compared to China/Thailand/USA products
Bad screening	● Customer can find bad quality product because of Not-enough screening
Deadline of Delivery	● Deadline of delivery is very important → Korea has 4 season. If season finish, Importer cannot sell product
Hygiene	● Product doesn't have foreign substance (for example soil, hair, leaf...) → Especially Fruit and Vegetable

→ If you can solve this kind of problem, You can be big exporter to Korea

■ Main Items which Lotte Mart is looking for

No	Item (English)	No	Item (English)
1	Wood Kitchen Equipment	22	Pie
2	Bamboo Kitchen equipment	23	Instant Noodle
3	Chopstick	24	Dried filefish fillet
4	Wood home decoration / Interior	25	Frozen Shrimp
5	Cabinet (Plastic or Steel)	26	Dried cuttlefish
6	Frying Fan	27	Mango
7	Plastic Kitchen Equipment	28	Dragon Fruit
8	Pot	29	Frozen hairtail
9	Towel	30	Frozen octopus
10	Wrap, Cooking Foil	31	Blue Jeans
11	Rubber Glove	32	Jacket (Wind Protection, Winter Wear)
12	Chair, Desk, Table	33	T-shirt
13	Plastic food storage	34	Trosers
14	Bedding	35	Polo T. (Shirt)
15	Vietnamese spring roll	36	Knit
16	Cashewnut (Dried Food)	37	Socks
17	Rice Paper	38	Bag
18	Coffee	39	Slipper
19	Dried Fruit Chip	40	Sandle
20	Wasabi Green Bean Snack	41	Panti
21	Biscuit	42	Bra



THANK YOU!