

Lotte supports Incheon alley business



The Lotte Duty Free Cheerups campaign is helping restaurant owners restore their business after COVID. From left to right: Cheerlove university student supporter, two small business owners, Lee Sang-jin, Head of Lotte Duty Free's Marketing Department, and Cheerlove university student supporter

Lotte Duty Free announced today that it has completed the second phase of the Cheerups alleyway revival project to help small business owners who are struggling in restaurant management due to COVID.

Cheerups is Lotte Duty Free's representative social contribution campaign that aims to contribute to the development of the local economy and vitalization of tourism by supporting self-employed people who run restaurant businesses. From 2018 to last year, a total of 62 restaurant companies were selected and supported to replace old signboards, produce foreign language menu boards, and improve the workplace environment. The first Cheerups project in the Songpa area in 2021 led to an 18% increase in sales after the project was carried out, says Lotte Duty Free.

The retailer has recruited a total of 40 locations in the Incheon area restaurant business for the second phase of the project. Selected small business owners will receive one-on-one customized consulting from a restaurant management expert, production of online/offline menu boards, support for store rebranding to strengthen competitiveness, and support for marketing/promotion (such as content and video production in connection with Naver Happy Bean.) In addition, Lotte Duty Free has enhanced its expertise in the project by collaborating with TRIZ Company, a consulting firm for small

businesses.

“Lotte Duty Free has provided a helping hand to our neighbors over the past five years by regularizing social contribution projects for small business owners. We expect that it will be of great help to the self-employed,” said Gap Lee, CEO of Lotte Duty Free.