

# Liquidity Services uses strategic asset liquidation to turn client challenge into opportunity

3

Auction Events

1

Private Sale

\$6M

Total Recovered Capital

## Background

Faced with the challenge of closing their production facility within a stringent two-month timeline, LOTTE Qingdao Foods Co., Ltd. turned to Liquidity Services for expert management of their complex asset liquidation process.

## Challenge

LOTTE faced multiple challenges in closing its facility, including a lack of in-house human resources to manage the process, difficulty accessing a sufficient pool of buyers, and the need to ensure strict compliance. The two-month timeline added further pressure, as they needed to complete site clearance by October 30, 2023, and secure the sale of all assets with funds recovered by September 30, 2023.

## Solution

To achieve these goals, Liquidity Services crafted a tailored asset liquidation strategy:

- **Online Auction of Production Lines and Key Assets:** LOTTE's assets, including entire production lines and high-value individual items, were divided into seven lots to attract a broader spectrum of buyers and maximize sale value.
- **Integrated Marketing Promotion:** A robust marketing campaign was launched, targeting local dealers, end-users, and international buyers to ensure wide participation and competitive bidding.
- **Dedicated Onsite Support:** Throughout the project, Liquidity Services provided dedicated onsite support, handling cataloging, coordinating buyer inspections, and managing asset removals to streamline the entire process.

The auctions were conducted through AllSurplus.com, a Liquidity Services marketplace, which provided transparency and maximized buyer engagement and competition. Liquidity Services effectively met LOTTE's primary objectives: maintaining compliance, leveraging an extensive buyer network, and achieving a 100% sell-through rate to generate substantial working capital.

Our tailored online auction strategy and dedicated support successfully navigated the complexities of the LOTTE Qingdao Foods plant closure within a tight two-month schedule. This approach ensured compliance, maximized asset recovery, and delivered impressive results for the client. The strategic execution culminated in a highly successful auction. 240+ bids were placed across the seven lots with a 100% sell-through rate.

**Ready to power the circular economy?  
Contact us today.**



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