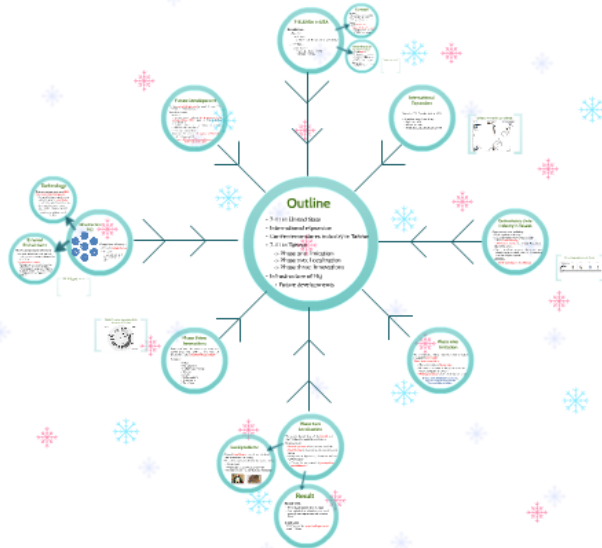


7-ELEVEn in Taiwan

adaptation of convenience stores to new market environments



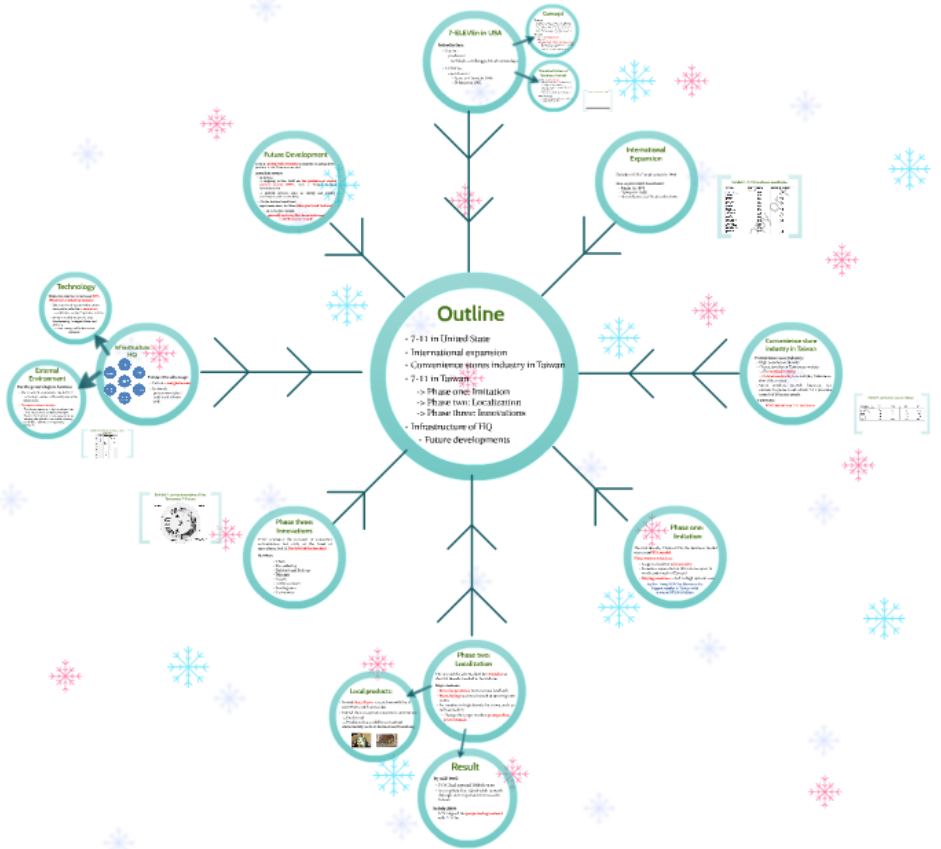
Team C



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adaptation of convenience stores to new market environments



Team C



Outline

- 7-11 in United State
- International expansion
- Convenience stores industry in Taiwan
- 7-11 in Taiwan
 - > Phase one: Imitation
 - > Phase two: Localization
 - > Phase three: Innovations
- Infrastructure of HQ
 - Future developments

7-ELEVEN in USA

Introduction:

- Tote'm :
products :
ice block -> milk eggs, bread on Sundays
- 7-ELEVEN :
open hours :
 - 7a.m. to 11p.m. in 1946
 - 24 hours in 1962

Mission

Meeting
customer
fresh, high
everyday
and a clear

Reasons:

- American
- Distance
- > **Share**
- Big
- or
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Other

- Pr
- La

Concept

Mission:

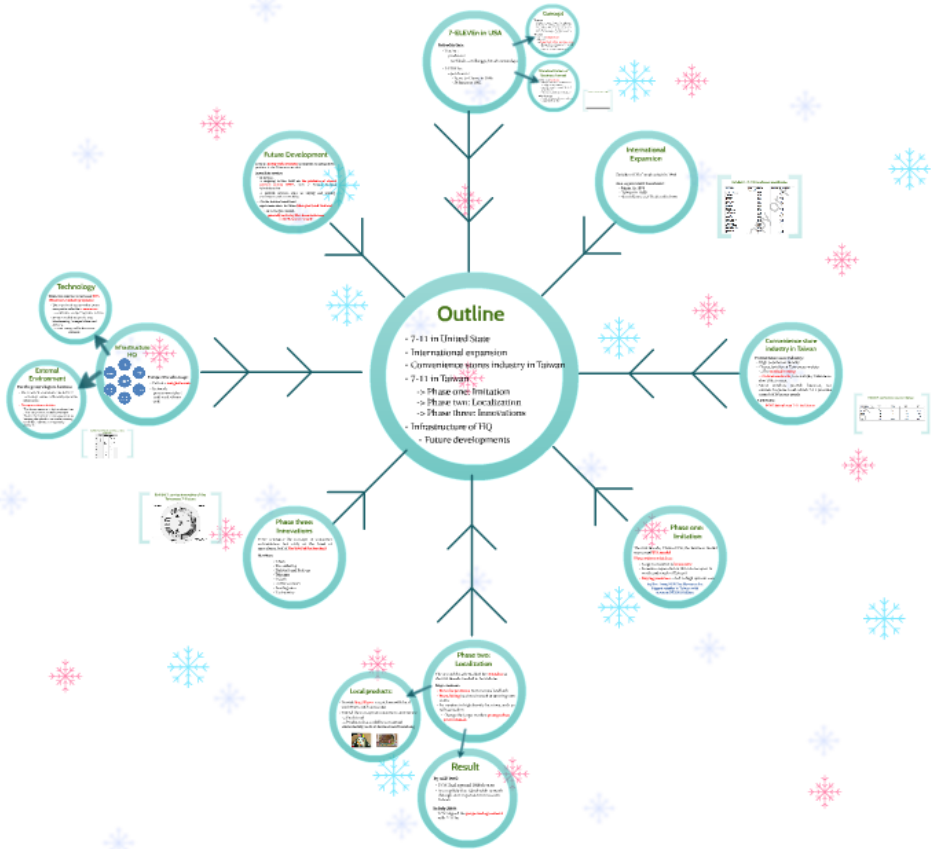
Meeting the needs of convenience-oriented customers by providing a broad selection of fresh, high-quality products and services at everyday fair prices, speedy transactions and a clean, friendly shopping environment

Reason:

- American **buying behavior**
- Distance
- > **Shaped the identity of convenience stores**
 - Big-box stores and supermarket : weekly or monthly supplies
 - Convenience store : daily-use item

7-ELEVEN in Taiwan

adaptation of convenience stores to new market environments



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