

加盟 Franchise System

完善的加盟制度，創造不平凡的事業！

Build an extraordinary business with an exceptional franchise system!

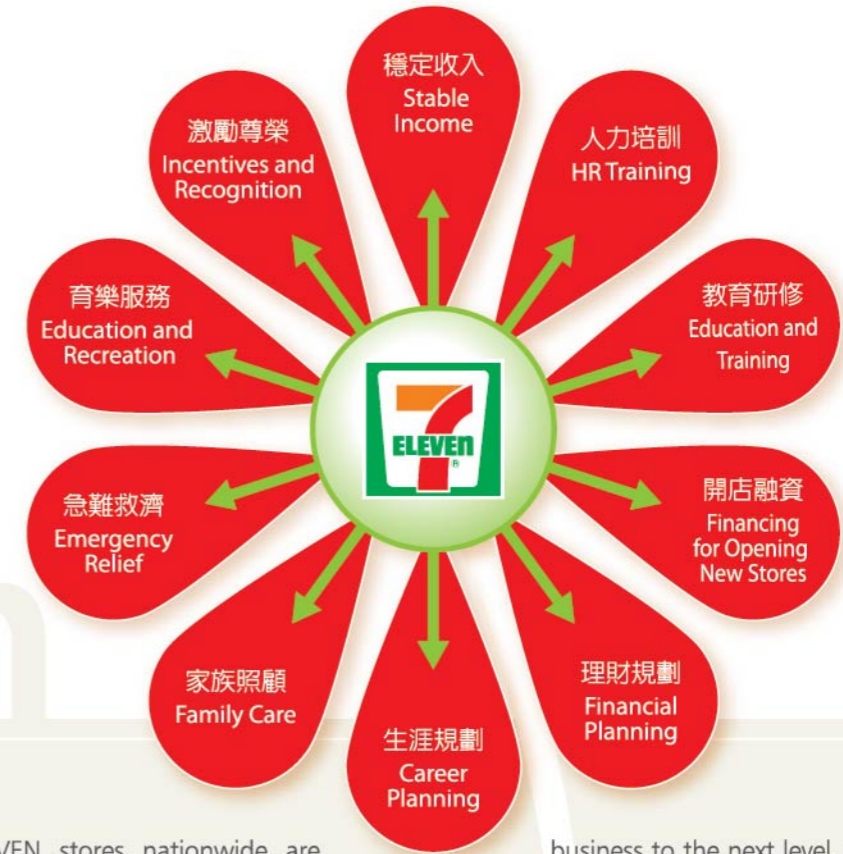
全方位的加盟服務 Comprehensive Franchise Business Support



遍佈全台的7-ELEVEN之中加盟店超過8成，為了讓7-ELEVEN的服務品質同步，不斷提昇經營績效，統一超商在「專業分工、共存共榮」的理念下，建立了完善的加盟制度、專業的教育訓練，提供加盟主堅強的後勤支援。從店經理、店副理、職員到兼職人員，我們依各階段職務所需的技術職能，定期協助加盟主完成經營店面所需的營業、行銷、財務及顧客服務等各項專業訓練強化加盟主經營所需的技能；另外也以「加盟理想國」的概念，全方位照顧加盟夥伴食衣住行育樂的需求，讓加盟主無後顧之憂，安心經營事業。

透過堅強的後勤總部，提供功能強大的二代POS情報系統及高效率的物流配送體系，加上創新的商品與服務、靈活的行銷支援，讓加盟主可專心於門市經營與顧客服務，有效提高加盟主的獲利及競爭優勢。

加盟理想國全生涯的照顧 Ideal Franchise System with Business Development Consultation



Over 80% of 7-ELEVEN stores nationwide are franchised, and therefore a sophisticated franchise system is required to sustain consistent service quality and boost sales performance. With the philosophy of professional division of labour and co-prosperity in mind, 7-ELEVEN has developed a franchise system which provides professional educational training and comprehensive business development support to franchisees. Training programs tailored to the needs of different positions in a franchise store are offered to equip store owners as well as staff members with necessary competencies. From store managers, assistant managers, front-line staff, to part-timers, training in areas including sales, marketing, finance, and customer services are organized on a regular basis to ensure that everyone acquires store operation know-how to take their

business to the next level. Furthermore, in order to develop an "Ideal Franchise System", 7-ELEVEN offers franchisees special packages in terms of food, clothing, housing, transportation, education and entertainment, so they can concentrate on their business more.

The strong support system at 7-ELEVEN sets our franchisees apart in the convenience retailing market. Composed of an advanced second-generation POS system, a highly efficient product distribution system, innovative products, services, and marketing strategies, our outstanding logistics capability allows franchisees to focus more of their efforts on store operations and customer services to increase their competitiveness and generate higher profits.