

# 展店 Store Expansion

以千變萬化的門市面貌，滿足消費者最即時、多元的需求  
Diverse stores ready to fulfill various consumer needs instantaneously



# Store Expansion

台灣是全球7-ELEVEN展店密度最高且唯一擁有各種門市經營型態的地區。從街道、社區開始佈點，繼而延伸到不同的空間領域，從都市到鄉村，從山上到海邊，從本島到離島，不論是學校、捷運站、火車站、高鐵站、醫院到購物中心，7-ELEVEN隨時隨地滿足消費者最即時、多元的需求。

1997年7-ELEVEN率先在花東地區展店；1999年跨海進駐澎湖；2003年在海拔1743公尺的清境農場設立7-ELEVEN清境旅客服務中心；2005年，再克服運送困難進駐綠島，2006年4月，更將門市延伸到馬祖離島；2007年11月，再攀高峰，在阿里山頂開設阿里山商場。

7-ELEVEN不斷洞察消費脈動，創新經營型態，結合統一流通次集團的資源，進駐全國各地的大型綜合商場，以千變萬化的門市面貌，提供符合當地商圈的商品及服務，並透過寬敞明亮的座位區，使消費者擁有更舒適的用餐與遊逛空間，讓7-ELEVEN所在的地方，成為所有消費客層便利生活的中心也帶動商圈的繁榮。

Taiwan has the highest density and greatest variety of 7-ELEVEN stores worldwide. Started out as small shops around the corner or in the local community, 7-ELEVEN stores can now be found everywhere, from urban cities to rural villages, from mountainous regions to coastal areas, and from Taiwan to its offshore islands. Wherever you go, be it schools, metro stations, train stations, High Speed Rail (HSR) stations, hospitals and shopping centers, you will always find 7-ELEVEN stores ready to serve your needs anytime, anywhere.

7-ELEVEN was the first convenience retailer to extend its network to Hualien and Taitung in Eastern Taiwan in 1997, and to an offshore island - Penghu in 1999. In 2003, we took our operations to a higher altitude by opening the 7-ELEVEN Life Style Center in Ching Jing Farm, located at an elevation of 1743 meters. With logistical hurdles finally cleared, stores were finally opened on offshore islands - Green Island in 2005, and Matsu in April, 2006. In Novem-

ber 2007, we opened the Alishan Life Style Center at the peak of Alishan Mountain, taking the success of our brand to a new height.

7-ELEVEN continues to track the changing trends in the consumer world to renew our operations. With resources from PCSC group, we made our way into various large-scale shopping centers throughout Taiwan, providing products and services that match the needs of each business district, and opening large and clean seating areas that offer shoppers a more comfortable dining and shopping environment. With 7-ELEVEN stores on site, business districts boom and prosper since 7-ELEVEN is a hub which attracts customers with products and services which make their lives easier.

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