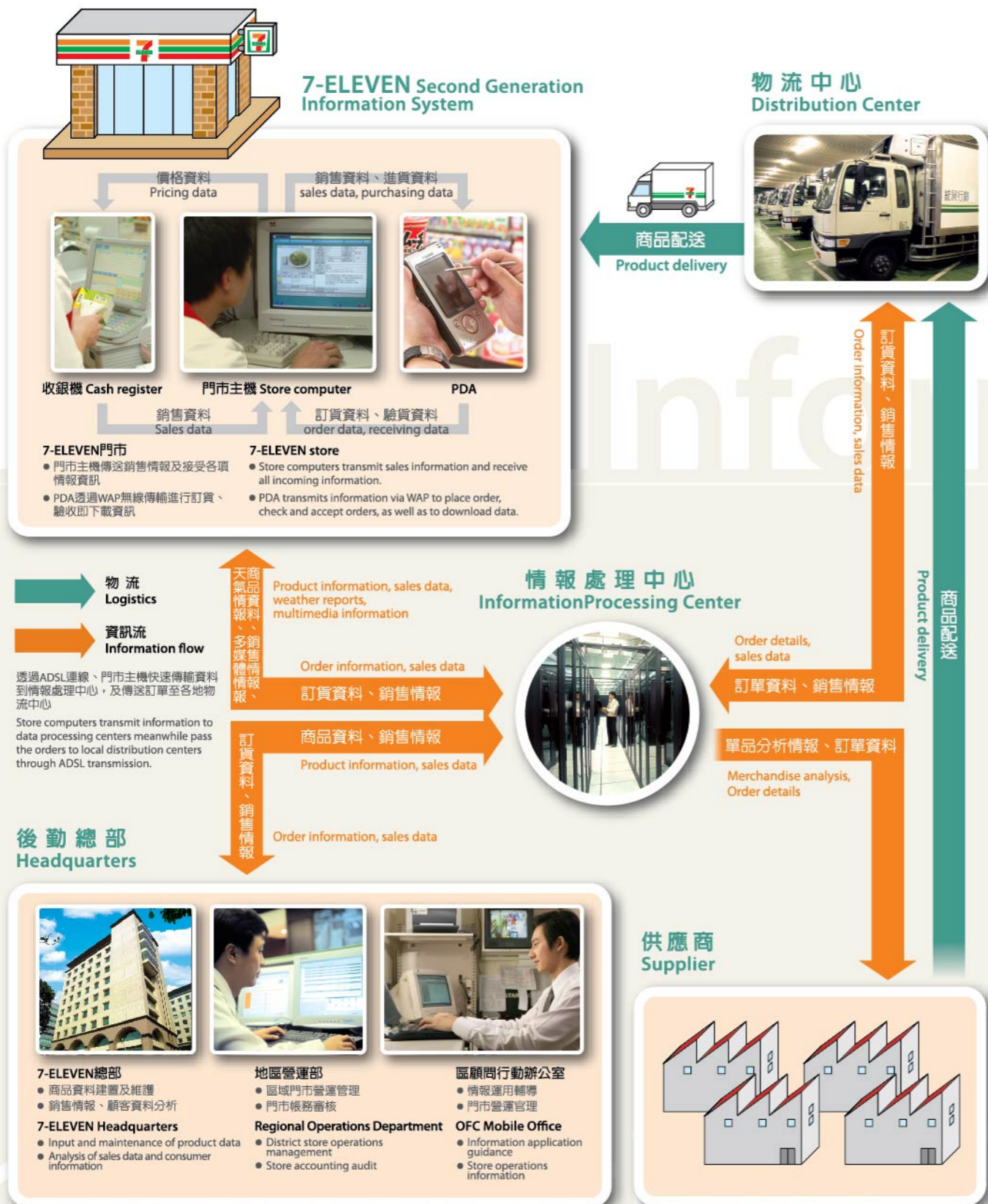


情報 Information System

先進情報系統精準掌握商圈特性及消費需求

Sophisticated information system captures accurate data about business districts and consumer needs



POS服務情報系統每天接收500萬筆消費資料，成為了解消費者需求的強大後盾
POS system receives 5 million entries of consumption data daily and supports the analysis of consumer needs.



每天有七百萬人在7-ELEVEN消費，每刷一次條碼就代表一筆銷售資料儲存進POS服務情報系統龐大的資料庫。從每一家門市訂單的處理、數千種商品的管理到每日門市銷售資料的蒐集和分析，整個7-ELEVEN都是圍繞著具有強大情報分析能力的POS服務情報系統運作。

為了精準掌握消費需求，統一超商在2003年導入二代POS(point of sales)服務情報系統，更架構出7-ELEVEN強大的情報競爭力，每小時為單位的即時進銷存情報、每日四次的天氣情報、以多媒體方式展示並即時傳送集中化的商品情報。

透過這套功能強大的資訊高速公路，7-ELEVEN總部可快速反應消費者需求，改善商品的結構與開發，強化採購能力與銷售預估，準確擬定各種行銷方案。門市店長則能直接掌握當地商圈的消費特性，進行精準的訂貨，減少庫存和報廢商品，有效提昇經營水準，提高銷售業績。

At 7-ELEVEN stores, each swipe of a barcode represents a piece of sales transaction being saved to the immense database of the POS system, which collects information from the seven million consumers who shop at 7-ELEVEN every day. Our powerful POS system, which manages thousands of products, the processing of orders from stores, and the collection and analysis of daily sales data, is an essential tool which facilitates the operation of 7-ELEVEN.

To pinpoint consumer needs, PCSC introduced the second-generation POS (point of sales) system in 2003. The new system updates immediate sales and inventory information hourly, publishes weather forecasts four times a day, and transmits consolidated product information for multi-media presentation. This system has enabled us to manage information in a strategic way and increase our competitiveness.

Through this powerful information system, the 7-ELEVEN headquarter responds to consumer needs timely, improves our line of products and develops new products accordingly, strengthens procurement power and sales forecast, and devises targeted marketing strategies. The information system also allows store owners to learn the characteristics of the business district in which they operate, place accurate orders, minimize inventory and write-offs, and upgrade operations standards to boost sales performance.