

關於統一超商 About PCSC

帶動消費生活革命，創新生活型態的統一超商

PCSC: Directing the revolution in convenience retailing and leading new life styles



1978年統一企業集資成立統一超商，將整齊、開闊、明亮的7-ELEVEN引進台灣，掀起台灣零售通路的革命。走過艱辛的草創初期，統一超商堅持了7年終於轉虧為盈，在積極展店和創新行銷下一直穩居台灣零售業龍頭領導地位。

上山下海、遍佈各地的綿密門市佈點，加上天天配送商品的物流體系、即時傳輸的情報資訊系統，7-ELEVEN由點串成線，由線佈成面，創造出穩實且高效能的網絡平台和經營優勢，也在消費者的生活中扮演不可或缺的親密關係。

為了提供消費者生活上全方位之便利、創造優質生活體驗，7-ELEVEN不斷創新，引進豐富多樣的商品、便利先進的服務、創造話題的行銷活動，屢屢改寫便利商店的定義，帶給消費者全新的感受。更善盡企業公民的責任，以永續經營的策略，營造企業與環境的友善關係。

未來，統一超商將持續擴展實體零售通路、虛擬通路以及物流支援體系，藉由資源共享與共創商機的理念，有效延伸統一超商在台灣的成功經驗，以穩健的步伐，向海外市場進軍。

About PCSC

President Chain Store Corp. (PCSC) was established in 1978 by President Enterprises Corp. (PEC) to introduce 7-ELEVEN stores into Taiwan. Known for its clean, spacious, and bright store front, 7-ELEVEN ignited a revolution in Taiwan's convenience retailing industry. After struggling for seven challenging years, PCSC finally turned loss into gain. With proactive store expansion plans and creative marketing strategies, 7-ELEVEN has consolidated its leadership position among convenience retailers in Taiwan.

7-ELEVEN stores can now be found everywhere in Taiwan. From mountains to ocean-side, every 7-ELEVEN store is tightly connected with the daily operations of our distribution system and real-time information provided by the POS System. This extensive network forms a highly effective Web-based platform and gives PCSC an extraordinary advantage to be an indispensable part of consumers' daily life.

To bring convenience and quality services to consumers, 7-ELEVEN continues to innovate and introduce a broad selection of products, new convenient services, and thematic marketing campaigns which change the definition of convenience stores in Taiwan. With our efforts, we have successfully transformed the convenience retailing industry and brought the consumers brand new experiences. 7-ELEVEN also shoulders the role of a responsible corporate citizen by devising sustainable managerial strategies to become an environmentally-friendly enterprise.

In the future, based on its shared service and resources, PCSC will continue to expand its retail channels, virtual channels, and distribution support systems to extend the already successful domestic business model into global markets.

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