

# 企業願景 Vision

成為一流企業，  
讓消費者享受與世界同步的品牌與服務

Becoming a top-notch corporation which offers  
a world-class brand and services



自1978年成立以來，統一超商深耕台灣市場，累積30年經營連鎖零售通路的經驗，朝國際化、多角化、多元化的經營模式邁進，建構起堅強的物流、情報、後勤等支援體系，形成難以撼動的通路優勢。

秉持一貫的熱忱、決心與凡事徹底的精神，統一超商以提供消費者全方位的便利，創造引領消費者新優質生活型態為使命，結合實體及虛擬通路上的堅強實力，持續打造一個具幸福感的事業體系。除了在台灣零售版圖陸續引進新事業，也積極佈局海外版圖，以精準的眼光與堅強的集團資源佈局全球、放眼世界。

展望未來，統一超商將努力朝向「台灣第一、世界一流」的願景邁進。以資源共享、互相扶持、共存共榮為經營方針，透過獨特的商業模式，創新市場需求，發揮更高的效益。我們相信，只要不斷創新與變革，就有機會發展為世界一流的企業與品牌。

Since our establishment in 1978, PCSC has made great efforts in the market of Taiwan and accumulated 30 years of experience in the convenience retailing industry. While our business model becomes more globalized and diversified, building up an empire consisting of a comprehensive logistics, information, and support system which dominates the market.

With our passion and determination, PCSC aims to provide holistic convenience services and help consumers lead new lifestyles of high quality. By pooling our strengths in both physical and virtual retail outlets, we will continue to build a business which brings happiness to people. Besides the new businesses of 7-ELEVEN in Taiwan, we will actively engage in growing and expanding around the world with the insight and joint resources of PCSC and its related businesses.

Looking towards the future, PCSC will continue to realize the vision of "First in Taiwan, Top in the World". With sharing resources, reciprocal support, and co-prosperity as our motto, we expect to generate new consumer demands as well as top sales performance through our unique business model. PCSC believes that as we continue to innovate and reinvent ourselves, we will excel to become a top-notch corporation with the best brand in the world.

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