



統一超商股份有限公司  
PRESIDENT CHAIN STORE CORP.  
[www.7-11.com.tw](http://www.7-11.com.tw)



統一超商企業簡介  
Company Profile of President Chain Store Corporation



有 7-ELEVEN 好放心。  
7-ELEVEN, Be There With You.

## 導言 Introduction

我們以真誠創新，為顧客創造感動

Touching the hearts of customers with sincerity and innovation



從熱鬧的大都會到偏遠的離島，從高海拔的山區到東部濱海的鄉村，遍佈大街小巷的7-ELEVEN，已經成為台灣隨處可見，最貼近人心的溫暖據點，成為與生活緊密相連，最具魅力的品牌。

自1979年，開設第一家便利商店，全面改寫台灣消費者生活的通路革命開始，統一超商即矢志成為最卓越的零售業者，不斷提供生活上最便利的服務，並戮力善盡良好社會公民責任，透過「真誠、創新、共享」的企業文化，期許每位統一超商同仁樂在服務，並將每一位顧客滿足的笑容，當作是自己最大的成就。

30多年來，統一超商在台灣創造了許多第一，但我們知道還有更多更上層樓的努力空間。因為真誠、因為創新，我們每天大步向前，每天都朝成為「台灣第一、世界一流」的企業願景而努力不懈。

From bustling cities to remote offshore islands, from high mountains to seaside villages in the east, always around the corner, 7-ELEVEN has become the most charismatic brand which is already a part of consumers' lives, bringing warmth and a sense of closeness to consumers.

PCSC revolutionized the lives of Taiwanese consumers as well as convenience retailing with the opening of our first C-store in 1979. PCSC has long been committed to becoming the top convenience retailer, endeavoring to deliver the best services and to shoulder the responsibility of a corporate citizen in the communities we operate. Based on the corporate motto of "Sincerity, Innovation, and Sharing", each employee is devoted to serving our customers and meeting their needs. To 7-ELEVEN employees, our greatest sense of achievement comes from seeing the satisfied smiles of our consumers.

PCSC has been a pioneer in convenience retailing, spearheading innovations in Taiwan in the past thirty years. With our long lasting success, we continue to transform ourselves to achieve the next level. With our long lasting success, we continue to transform ourselves to achieve the next level.

With sincerity and innovation, we stride forward each day towards our corporate vision of "Best in Taiwan, Top in the World".

# Introduction

## 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.

# About PCSC



## 商品 Product

便利安心的商品，隨時隨地滿足民衆日常所需

Convenient and Safe Products Meeting the Needs of Consumers Anytime, Anywhere



為了提供消費者多樣化、多選擇的商品服務，7-ELEVEN 每兩週即有新商品上市，各式流行、暢銷商品應有盡有。為不斷強化商品結構，除了以國際採購方式，獨家引進國外暢銷商品，也因應全球性消費趨勢推出平價自有品牌「7-select」，從通路角度擅長的消費行為分析與消費需求來開發商品，以優良的品質及設計美感呈現商品價值，提倡平價時尚的Life Style，引領消費新潮流。



透過飯糰、便當、壽司、三明治等產品不斷推陳出新，7-ELEVEN跨足鮮食產業，採用比國家標準還嚴苛的規定不添加防腐劑，所有供應商都是經過政府認定核可的GMP、CAS及HACCP優良廠商，不僅愛用台灣在地食材更投入食材源頭管理，運用產地契作模式，從蔬菜的保鮮、農藥使用，收成尺寸、加工一一為消費者把關，不但帶動台灣整體鮮食產業升級，也一舉提升台灣外食市場的衛生與品質水準。

To offer consumers a more diverse selection of products and services, new products hit the shelves every two weeks at 7-ELEVEN. Best-selling products from overseas are also introduced to our stores via international procurement to add to our select assortment while the private label 7-select is launched to cater to the needs of our customers in the globalized world. Our in-depth understanding of consumer behaviors as well as demand serves as the backbone behind 7-select product design. Providing consumers with a wide spectrum of high quality products with sleek design, 7-select is expected to set off yet another wave of consumer revolution of affordable fashion.

7-ELEVEN is also a prominent player in the delicatessen market with the constant launch of new fresh food which cover onigiri, bento, sushi, and sandwich products. We boast of preservative-free products and adhere to health and safety standards even more stringent than national standards. All suppliers of 7-ELEVEN deli foods are certified GMP, CAS, and HACCP food manufacturers who source largely from local producers. Adopting the farm-to-table philosophy and contract farming model with local farmers, 7-ELEVEN guarantee that only food of top quality are delivered to our customers. Be it produce preservation, agrochemical use, harvesting standards, or food processing, our best practices are driving the improvement of Taiwan's delicatessen market by raising the bar both in food safety and quality.



# Product

# 服務 Services

打造全球獨有的行動商務中心 創造第二波生活新革命

Creating the first mobile business center, initiating the second wave of lifestyle revolution

便利創新的服務，創造獨特的購物經驗與幸福感

Convenient and innovative services create unique shopping experiences and a sense of well-being for our customers

Welcome



歡迎  
光臨

いっしょに  
いませ

7-ELEVEN提供各項生活上的便利服務，為民衆創造生活樂趣，也引導消費流行趨勢。消費者可在附近的7-ELEVEN，24小時選購各地名產、繳交各項費用、使用ATM提款機，也可影印、傳真、彩色列印各類文件，沖洗照片、使用黑貓宅急便，享有Wifly、中華電信WiFi以及7-ELEVEN自有品牌7WiFi無線上網服務。

開便利商店首例推出的7-ELEVEN專屬加值卡icash，讓消費者到7-ELEVEN，再也不必帶零錢，結帳更快速便利。ibon便利生活站一次集合儲值、購票、紅利、休閒、下載、繳費、列印、數位生活等八大功能，提供消費者更豐富、多樣的便利生活。數位事務機與ibon軟體系統互相整合，更提供了高畫質列印、專業複印以及結合數位資料輸出等強大功能，打造出高效率的行動商務中心。2010年並以7-Mobile「統一超商電信」品牌進軍月租型電信服務市場，成為24小時全年無休的「通訊行」。



ibon



icash

便利生活站  
Convenience Center



二代事務機  
Second Generation  
All-in-one Printer



代收  
Bill Collection  
Service

7-ELEVEN is a trend-setter as we offer all kinds of convenience services and bring fun to the life of customers, who can easily access any convenience service at a 7-ELEVEN store nearby. For instance, consumers are able to purchase local specialties 24/7, pay utility bills, use ATM machines, make photocopies, send faxes, print colored documents, develop photos, use Takkyubin express delivery services, and gain access to Wifly, CHT WiFi, and use the 7-ELEVEN private label, 7WiFi wireless internet services.

7-ELEVEN is also the first convenience retailer in Taiwan to issue the icash, an exclusive electronic purse card system. The icash saves consumers the trouble of fumbling for coins and bills at check-out counters, making shopping at 7-ELEVEN much more efficient. On the other hand,

the ibon kiosk integrates eight different functions which include top-up service, ticket purchase, credit card bonus redemption, travel arrangement, file download, utility bill payment, printing, and other services that bring convenience and create more options for our consumers. The interoperable systems of ibon and the digital all-in-one printer create a mobile business center which offer users high quality and efficient printing, photocopy and data output services on a user-friendly interface. Furthermore, the brand 7-mobile was established in 2010, offering monthly payment telecommunication contracts to consumers and marking PCSC's official role as a genuine 24/7 telecommunications service provider.

# Services

# 整合行銷 Integrated Marketing

創造超高人氣企業代言玩偶「Open小將」 Open每一刻喜悅  
Open Chan - the most popular cartoon spokesperson  
Open Chan shares our every moment of happiness



便利商店業界首創的企業代言玩偶－

「Open小將」於2005年7月11日  
誕生！透過來自Open星球、愛吃  
御飯糰的小狗「Open小將」，

7-ELEVEN與民衆的互動將不再是制式

化溝通方式，而是更深層的情感交流。Open小將  
可愛鮮明的形象，展現了7-ELEVEN親切的服務精神與  
態度，也將最流行的新商品及服務介紹給消費大眾並推  
出很多深受小朋友及成年人喜愛的週邊商品。隨著  
OPEN小將與家族成員人氣指數持續攀升，除了推出首  
張音樂大碟，同時跨足飯店產業、百貨購物中心、餐飲  
產業與主題樂園，不但展現各種創新的行銷模式，也不  
斷為眾多粉絲創造更多生活的驚奇與喜悅。

Open Chan, the first cartoon spokes-  
person in the convenience retailing  
industry of Taiwan, was born on  
July 11th, 2005. Open Chan is a dog  
who comes from the Open planet and  
who loves to eat onigiri. In launching

Open Chan, 7-ELEVEN takes itself to a new level of  
connecting emotionally with our consumers. With its  
distinct and loveable image, Open Chan showcases the  
friendly spirit of 7-ELEVEN while introducing new products  
and services to consumers and releasing peripheral prod-  
ucts loved by children and adults. With the popularity of  
Open Chan and its growing fan base, Open Chan's first  
music album was released. Based upon Open  
Chan's success, 7-ELEVEN ventures into the hotel and  
restaurant business with Open Chan as the theme. Fur-  
thermore, a shopping mall as well as a theme park fea-  
turing Open Chan were opened. These are the perfect  
illustrations of an innovative marketing model which has  
again pleasantly surprised the 7-ELEVEN supporters.

創新靈活行銷手法 形成傳遞幸福的全民運動

Innovative and Flexible Marketing Strategies –  
a nationwide movement which generates happiness



7-ELEVEN首創全店活動行銷模式，  
自2005年推出了全台便利商店有史以來最大的「  
Hello Kitty 3D磁鐵整合行銷活動」，一舉掀起了台灣最  
瘋狂的Hello Kitty熱潮，之後陸續引進了包括台、日、  
歐、美等國多種知名卡通代言玩偶，集點方式從消費滿  
額送，逐步發展出集點兌換、加價購、兌換商品等形式  
，兌換商品選擇也從7-ELEVEN延伸到關係企業、甚至  
到集團以外的品牌，不僅創造零售服務業中首見行銷模  
式，更吹起一股如「全民運動」般的蒐集旋風，帶給消  
費者的不僅是收集過程的驚喜與滿足感，也透過共同話  
題拉近親子、友伴間的情感交流，讓7-ELEVEN除了提  
供便利，更成為散播歡樂與溫暖價值的泉源，締造了成  
功的感性行銷新境界。



7-ELEVEN initiated the most successful store-wide market-  
ing campaign in the history of Taiwan convenience retail-  
ing in 2005 by launching the largest Hello Kitty 3D Magnet  
Integrated Marketing Campaign, in which Hello Kitty  
magnets serve as incentives to encourage consumers to  
shop at 7-ELEVEN. The campaign swept the island by a  
storm and became a huge hit. Subsequently, well-known  
cartoon figures from Taiwan, Japan, Europe, and the US  
were also introduced as collectibles. The basics behind the  
integrated marketing model was that when shopping,  
consumers received stickers for a certain amount of  
purchase. In the beginning, once the consumers accumu-  
late a certain number of stickers, they can exchange  
stickers for collectibles. The campaign further developed  
and customers could buy collectibles at an additional price  
or exchange stickers for other 7-ELEVEN merchandise. This  
instant success then spilled over to businesses in the PCSC  
Group, and even to other brands, generating a fad rarely  
seen in convenience retailing and giving birth to a nation-  
wide popular movement of collecting 7-ELEVEN collect-  
ibles. To consumers, what matters the most is not just the  
surprise and satisfaction which comes with the exchange  
for collectibles, but also the bonding which occurs by  
talking to their children/parents or friends about experi-  
ence. In turn, 7-ELEVEN has undergone a facelift from  
providing merely convenience to creating fulfilling and  
valuable experiences. This, we believe, is the perfect  
example of emotional marketing.

# Integrated Marketing

# 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!

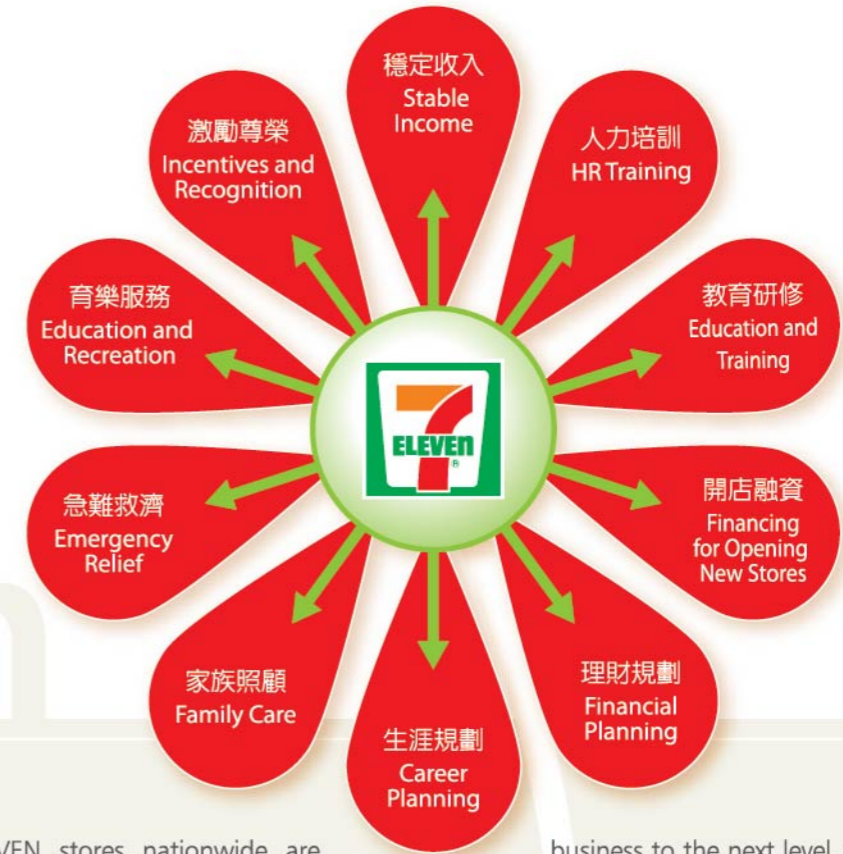
## 全方位的加盟服務 Comprehensive Franchise Business Support



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.

# 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.

# Store Expansion



# 物流 Logistics

全溫層高效率的物流支援，從山巔到海角提供便利服務

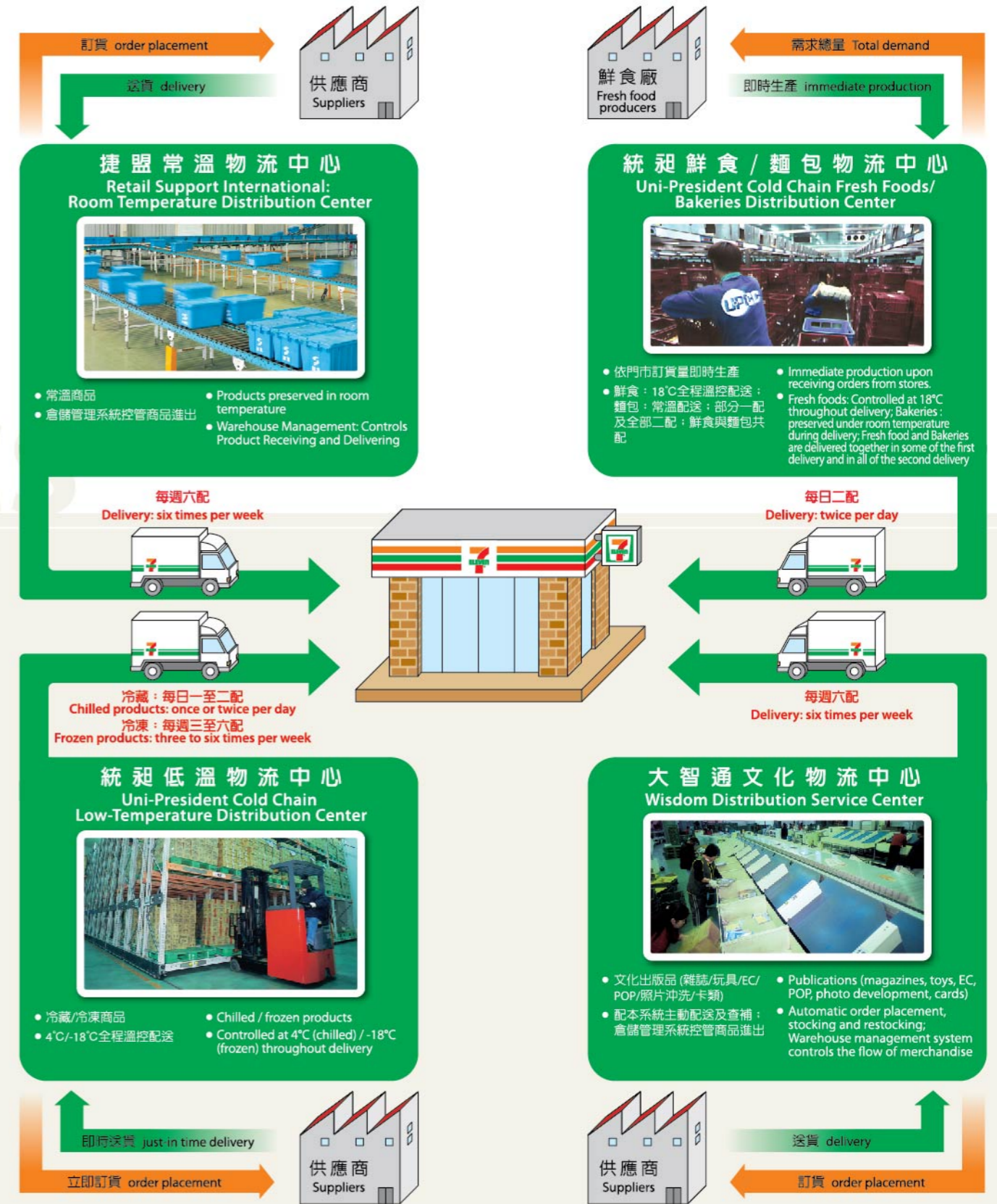
A highly efficient distribution support system operating at all temperature levels, providing convenient services to every corner in Taiwan

7-ELEVEN擁有全台最大的物流體系，以完善的全溫層物流支援，快速供應所有門市，也創造物流產業的新風貌。為確保商品的新鮮度與時效性，7-ELEVEN建立了常溫、冷藏、冷凍、鮮食、出版品等五大專業分工的物流配送系統，依商品的種類與特性，進行不同溫層的配送作業，透過每個配送環節的環環相扣，不斷提昇物流作業效率，更展現了最具競爭力的物流體系。

顧客的需求在哪裡，7-ELEVEN的服務就在哪裡，7-ELEVEN的物流系統，不僅深入本島的高山、偏遠的鄉村，即使是交通不便的離島，也以陸、海、空交叉方式，提供離島消費者同樣迅速、便捷的服務。完善的物流支援，是連鎖通路發展不可或缺的一環，7-ELEVEN憑藉完整的物流體系，打下台灣通路第一名的江山，關鍵因素就是擁有競爭者難以追趕的完備物流體系。

7-ELEVEN owns the largest logistics system nationwide, efficiently delivering goods at different temperature levels to all the stores and thereby creating a new model in the distribution industry. To preserve the freshness of different products, merchandises are sorted professionally into five different categories according to their attributes. The five categories include products preserved under room temperature, refrigerated products, frozen products, fresh food, and books / publications. This interconnected product logistics system at 7-ELEVEN has become the most competitive one in Taiwan.

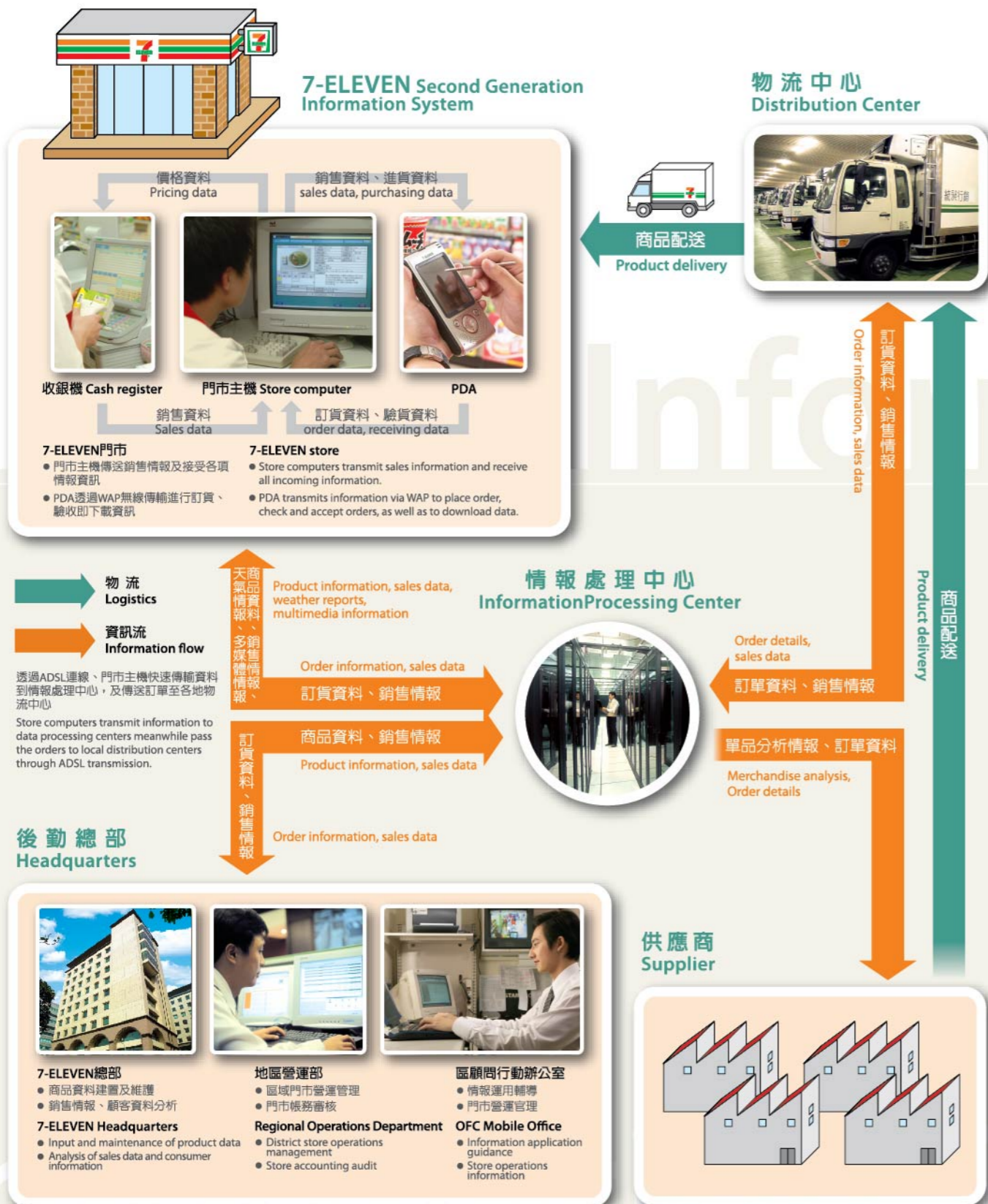
Wherever there is a need, there is a 7-ELEVEN. Our product logistics system penetrates deep into mountain areas, rural villages, and even secluded offshore islands through the combination of air, sea, and land freight transportation, providing residents at remote destinations the same services enjoyed by those in urban areas. With a comprehensive distribution system as a major strength, 7-ELEVEN has and will continue to stay far ahead of the pack and lead Taiwan's convenience retailing industry.



# 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.

# 企業社會責任 Corporate Social Responsibility

造福社會，是經營事業的努力目標

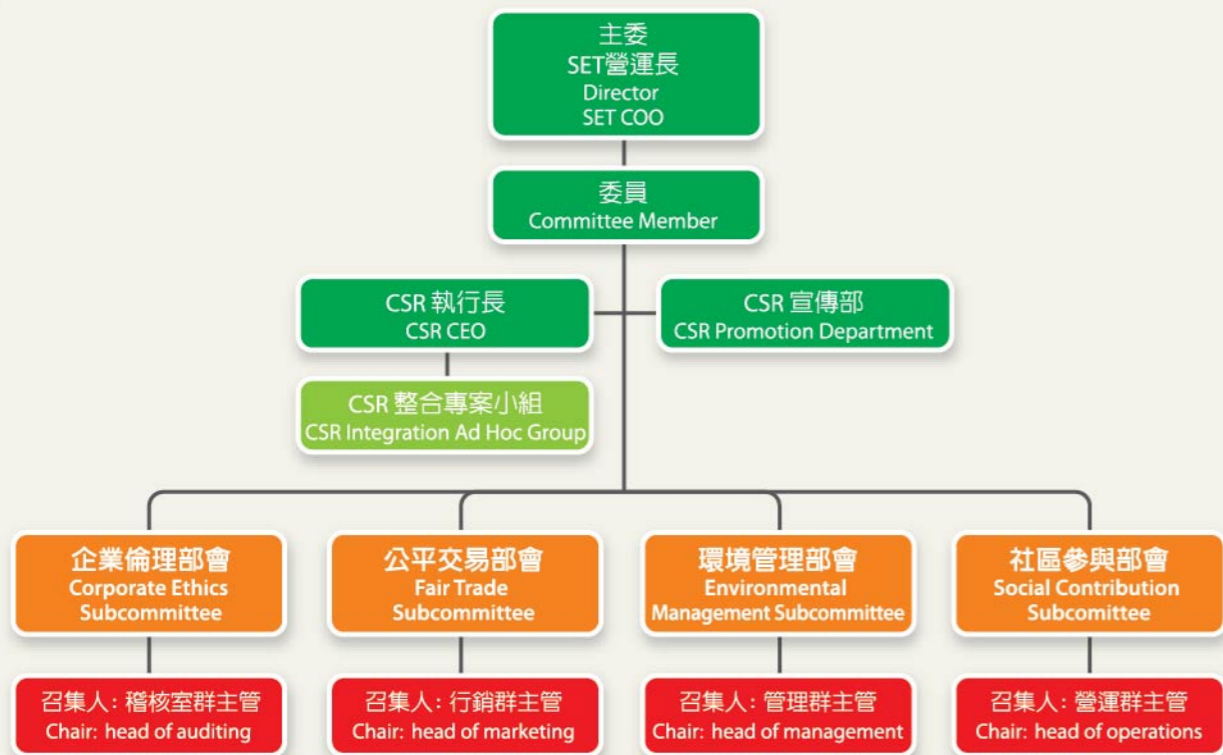
We Aim to Build an Enterprise that Gives Back to the Society



全台灣每天有超過700萬消費者進出4800家門市，體驗便利、安心、歡樂的門市服務與商品，7-ELEVEN除了不斷改革創新、提升民眾生活品質，也一直朝著優良企業公民、善盡企業社會責任的方向努力。1988年開始，7-ELEVEN便以隨手行善的概念，持續推動「把愛找回來」公益活動，透過門市通路設置募款箱，將消費者的小零錢化為大力量，二十多年來，「7-ELEVEN把愛找回來」公益募款，已募得超過14億元，為100多個公益團體及無數弱勢朋友帶來最實質的幫助！

為實現7-ELEVEN樂為社區好鄰居的梦想，1999年成立了統一超商好鄰居文教基金會，透過全國門市的熱情參與及協助，致力改善社區環境並提昇居民生活品質。因應全球暖化危機，統一超商以身作則，推動門市設備節能，並戮力扮演全國最大最便利的環保回收平台，帶動民眾珍惜資源，共愛地球。2010年領先零售業成立統一超商CSR委員會，正式將公司治理面向納入CSR經營變革策略，並確立企業CSR願景及發展計畫與方向，希望透過長期一點一滴的努力發揮企業影響力，累積成社會向上躍升的動力。

## 統一超商CSR委員會 PCSC CSR Committee



## 統一超商CSR幸福願景

本公司矢志成為最卓越的幸福企業，以提供生活上最便利的服務，與為所有關係人創造最大共益為宗旨，並善盡良好社會公民之責任，促進社會安定與持續向上提升。

## The CSR vision of PCSC - a company that creates happiness

PCSC is dedicated to becoming an excellent company that brings happiness and convenient lifestyles to all our customers. We are dedicated to maximizing our common interest while serving the role of a responsible and upright citizen. We wish to become a driving force of continued progress and stability of the society.

Over seven million customers enjoy the convenience and satisfaction brought about by over 4,800 7-ELEVEN stores in Taiwan every day. 7-ELEVEN has not revolutionized our products to take our services to the next level but also shouldered the role of a responsible citizen of the society. In 1988, 7-ELEVEN launched the campaign titled "Discovering Love", in which customers can make small donations by leaving the change they receive at our check-out counters in a donation box. For over twenty years, this charitable campaign has raised over NT\$ 1.4 billion, which has been distributed to over a hundred charities and minority group support foundations.

To strengthen our role as an active member of local communities, 7-ELEVEN established "PCSC Good Neighbor Cultural and Educational Foundation" in 1999. Harnessing the power and resources of all of our stores, the foundation has engaged in activities that improve the environment and life qualities in different communities. For example, in response to the risks of global warming, 7-ELEVEN has initiated an energy-saving initiative that encourages every store to use energy more efficiently. 7-ELEVEN is also the leader in exercising recycling in the retail convenient store industry. All of the above initiatives have propelled many Taiwanese citizens to join the league of conserving resources and loving the earth. In 2010, PCSC became the first retailer in Taiwan that has a special CSR committee in our internal management structure, showing our determination to integrate CSR into our management and operation strategies. With the establishment of a CSR vision and a clear direction for our future development, 7-ELEVEN wishes to expand our influence step by step and contribute to the growth and advancement of our society.



**Clean Up the World 清潔地球環保台灣 Clean Up the World**  
10多年來整體投入近3000萬元推廣清掃活動，吸引超過30萬人次參與。  
Investing more than 30 million NT into promoting clean up campaigns in the past 10+ years, attracting more than 300,000 participants.



**7-ELEVEN 好鄰居同樂會 7-ELEVEN Good Neighbor Funfest**  
7-ELEVEN高醫一門市邀請小朋友最愛的OPEN小將來推廣洗手的重要性。  
7-ELEVEN Kaohsiung Medical University (1) store invites Open Chan, a kids' favorite, to promote the importance of hand washing.



**智能挑戰者自立生活學習體驗營 Independent Living Workshop for the Intellectually Challenged**  
統一超商志工協助心智障礙朋友學習自立生活的技能。  
7-ELEVEN volunteers help those with disabilities learn the basic skills to live independently.



**7-ELEVEN 好鄰居同樂會 7-ELEVEN Good Neighbor Funfest**  
7-ELEVEN松柏門市舉辦多啦A夢著色比賽，讓小朋友度過歡樂時光。  
Kids enjoying themselves at Doraemon coloring contest organized by 7-ELEVEN Songbo store.

# 經營成果 Our Well Recognized Efforts

真誠服務，榮獲消費者與各界的肯定！

Unanimous applause will come to those serving the public with a sincere heart!



30年來，7-ELEVEN的創新服務，改變了台灣民眾的生活品質，成為影響民眾生活最大的變革者。自1995年起，即連續每年獲得天下雜誌標竿企業聲望調查百貨批發零售業第一名的殊榮，7-ELEVEN不僅是台灣企業的模範生，更與台灣民眾的生活緊密相連，成為民眾享受便利生活不可或缺的夥伴。

統一超商企業聲望始終維持在高峰，在服務層面也深受消費者肯定，2007年突破雜誌公佈7-ELEVEN在便利商店業是「消費者心目中第一名的理想品牌」；也連續五年獲得壹周刊舉辦的「服務第壹大獎」的連鎖商店類別服務第一，並以最高票蟬連服務業龍頭，獲得「最佳服務企業金獎」；另外在遠見雜誌十大服務業評鑑中蟬聯「傑出服務」二連霸，這些都是消費者對7-ELEVEN真誠服務的肯定。

統一超商推廣環境保育、社會公益等善盡企業社會責任的行動也不遺餘力，自2005年起陸續獲得天下雜誌「企業公民獎」、遠見雜誌「企業社會責任獎」、行政院頒發的「企業永續發展獎」、經濟部的「綠色會計獎」、數位時代雜誌的「綠色品牌」首獎。

For more than 30 years, 7-ELEVEN's innovative services have enhanced living standards in Taiwan, and become the most influential reformer affecting people's lifestyle. Since 1995, PCSC has been continuously ranked No.1 among wholesalers and retailers at Commonwealth Magazine's annual survey. 7-ELEVEN is not only the role model amongst corporations in Taiwan, but also an indispensable partner providing the public with convenient services, playing an integral part in people's daily life.

PCSC has sustained its reputation and leadership at the top, and its services have been widely affirmed by consumers. In 2007, 7-ELEVEN received the distinguished acknowledgement in the convenience store industry - Consumers' Favorite and Ideal Brand. For five consecutive years, 7-ELEVEN has continuously won Next Magazine's Top Service Award for services in the convenience store sector, and also has been awarded as the Best Enterprise Service Golden Award. Additionally, 7-ELEVEN received the Outstanding Service Award for two consecutive years in the Top 10 Service Industries Review conducted by Global Views Magazine. All these are affirmations from the public to 7-ELEVEN's genuine services.

PCSC makes every endeavor to fulfill corporate social responsibility by supporting and promoting environmental protection and philanthropy. Since 2005, PCSC has consecutively won numerous awards which include the Corporate Social Responsibility Award from Common Wealth Magazine, the Corporate Social Responsibility Award from Global Views Magazine, Taiwan Sustainable Growth Award from the Executive Yuan, and Green Accounting Award from the Ministry of Economic Affairs.



## 企業聲望面 Corporate Image

年年榮獲天下雜誌「標竿企業」肯定，蟬連百貨及批發零售業第一名  
Consecutively recognized as a Benchmark Company in the annual survey by Commonwealth Magazine, ranking No.1 among wholesalers and retailers

## 經營面 Management

連續多年榮獲行政院「金擘獎」（東山服務區特優獎、清境旅客服務中心特優獎、南科商場優等獎）  
Awarded Executive Yuan's Golden Thumb Prize (for Tungshan Service Center, Chingjing Visitor Center, and Southern Taiwan Science Park Lifestyle Center)

## 服務面 Service Quality

連續多年榮獲壹周刊之服務第壹大獎「最佳服務企業金獎」  
Consecutively winning the Best Enterprises Service Gold Award in Next Magazine's Top Service Award

## 社會責任面 Corporate Social Responsibility

連續多年榮獲天下雜誌「天下企業公民獎」  
Consecutively winning the Common Wealth Corporate Citizen Award from Common Wealth Magazine

# Our Well Recognized Efforts

# 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.

# Vision