



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