



奇蹟

97秒的奇蹟，
為便利商店寫下全新定義。

**The 97-second Miracle –
Setting a Brand New Definition for
Convenience Stores.**

從都市到鄉村、從本島到離島，有7-ELEVEN的地方，就是生活便利站。1978年，統一企業引進7-ELEVEN，為台灣零售通路帶來全新改變，更首創24小時營業型態，在日夜皆明亮、乾淨的門市裡，回應消費者最即時的需求。提供全方位服務、創造嶄新優質的生活型態，是我們不變的使命。

深耕台灣市場40年，每一天，服務的顧客達460萬人，平均每日每店會有超過一千人次入店，且每97秒為你帶來最便捷、美好的消費體驗，我們追求創新與改變的腳步從未停歇，將與世界同步的服務，帶給每一位台灣消費者。

Whether in cities or rural areas, in Taiwan or offshore islands, a 7-ELEVEN store is a convenient stop to fulfill all your daily needs. In 1978, Uni-President Enterprises (UPEC) introduced 7-ELEVEN to Taiwan and completely changed the local retail channel scene. 7-ELEVEN stores are the first to offer 24-hour services with bright, clean stores that can meet customer demands immediately. Providing comprehensive services and creating a brand new high-quality lifestyle has always been our unchanging mission.

7-ELEVEN has been present in Taiwan for 40 years. Every day we serve 4.6 million customers. On average, the number of incoming clients is more than one thousand visitors per store per day, and a client is entertained with the most convenient and beautiful consumer experience within 97 seconds. We at 7-ELEVEN are constantly innovating and improving to offer the same services found globally to every customer in Taiwan.