

# 便利商店再進化

## 建構全新門市型態

Further Evolution of Convenience Stores: Establishing a Brand New Store Model



打造連鎖經營，各店精采的城市風景。

Setting up a chain operation model and reflecting the exciting local city characteristics in each store.

2008年起，啟動大店格空間革命，提供消費者更舒適的購物和用餐空間。門市更持續進化中，依據商圈性質，融合當地文化風情、名產名物、藝術時尚潮流以及鄉鎮歷史等元素，打造特色店，打造獨一無二的門市，成為最讓人流連忘返的風景。

Starting from 2008, we began the large format store revolution to provide customers with more comfortable shopping and dining spaces. And by integrating local elements such as local culture, area characteristics, specialty products, art & fashion trends, and local history, 7-ELEVEN has set up unforgettable stores unique to each locations.



更導入智慧科技的X-STORE、智FUN機，採「母子店」方式拓點，擴大經營效益，有效分流購物人潮；以專櫃方式進駐的店中店，結合現烤麵包、國際良品、美食、美妝和生活用品等，讓商品結構更完整；同時，與健身、美妝保養品牌合作展店，複合出嶄新店型及經營模式，讓人耳目一新；呼應不同商圈及消費需求，創造更多與顧客交流互動的時間。7-ELEVEN以不斷創新的商店型態，為消費者不同的生活型態和需求，引領便利商店展現全新樣貌。

Furthermore, 7-ELEVEN also introduced X-STORES that are equipped with smart technology, and smart vending machine stores. These stores are usually paired with nearby large format stores, expanding business benefits and efficiently diverting shopping crowds. Shop-in-shop counters offer products such as freshly baked bread, international quality products, delicacies, cosmetics, and groceries, rounding out our product assortment. We also collaborate with fitness and cosmetics & beauty brands as we expand our stores, presenting a new combined-store format and business model. These new stores respond to the different demands of different shopping districts and consumers, and create longer interactive time with more customers. 7-ELEVEN ceaselessly innovates its store format to satisfy different lifestyles and demands of customers, leading convenience stores to new form and styles.



商店  
STORES