



朝向世界一流企業邁進

Working Towards Becoming a World-class Business

不斷創新與變革，只為滿足顧客需求。

**Continuous innovation and transformation to
satisfy customer demands.**

時代不停轉變、科技持續進化，統一超商秉持熱誠，累積40年零售通路經驗，朝向世界一流的企業邁進。除了大步前進、帶給消費者多項創新體驗外，更重要的是，看見每一位顧客滿意的笑容。無論是以創新翻轉營運模式，或是結合科技走向智能化超商時代，最終還是回歸到顧客真正的需求上，讓消費者在台灣各個角落，都能享受與世界同步的優質商品和服務，隨時隨地都能「Always Open! 7-ELEVEN!」

As times keep changing and technology continues to evolve, PCSC carries on with our devotion and four decades worth of retail channel experiences to move towards becoming a world-class business. In addition to moving forward and bringing more innovative experiences to our customers, we wish to see the satisfied smiles of our customers, which is the most important thing to us. Whether deploying an innovative new operation model or entering a smart convenience store era with integrated technologies, at the end of the day, our main objective is to satisfy the needs of the customers. We want to let our customers enjoy world-class quality products and services in every corner in Taiwan, and “Always Open! 7-ELEVEN!” anytime, anywhere!



願景
OUR VISION