



創 新 美 好 的 零 售 體 驗

目次 | TABLE OF CONTENTS

關於我們 | ABOUT PCSC

發展歷程 | OUR HISTORY

商店 | STORES

飲品 | BEVERAGES

鮮食 | FRESH FOODS

選品 | OUR PRODUCTS

預購 | PRE-ORDERING

支付 | PAYMENT

物流 | LOGISTICS

公益 | CHARITY

加盟 | FRANCHISE

願景 | OUR VISION





# 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.

# 創新 40—追求卓越

## 不斷進化

Innovation 40 Aiming for Excellence with Ceaseless Evolution



## 1978~1987

奠基——引爆零售通路革命

Setting the foundation Igniting a retail channel revolution

7-ELEVEN以全新商店取代過往的傳統柑仔店，打造連鎖經營的事業體系，引爆台灣零售通路革命。首創24小時不打烊的購物型態，讓7-ELEVEN成為全年無休的代名詞，持續推出思樂冰、關東煮、鮮食等新型態食品，也帶給消費者多元風味的選擇。更達成100家店的擴店計畫，開創零售通路新里程，站穩事業根基。

7-ELEVEN has completely replaced the traditional corner grocery store with a brand new store model: we established a chain operation businesses model which ignited a retail channel revolution in Taiwan. We are the first to offer 24-hour services every day, making “7-ELEVEN” synonymous with “operating 24/7 throughout the year”. 7-ELEVEN launched new types of food, such as Slurpee, oden, and fresh foods, to give customers more choices. We also reached our 100-store expansion goal, creating a new milestone for retail channels and fortifying our business foundation.

## 1988~1997

扎根——拓展據點布局全台

Taking root Expanding stores and spreading throughout Taiwan

隨著台灣經濟起飛，7-ELEVEN進入加速展店期，進駐宜花東地區，全台門市達2000店，完成台灣本島便利網布局，同時強化自有品牌鮮食的經營，推出大亨堡、御飯糰等獨家產品，提供消費者豐富的選擇，更建立專屬物流中心，提升配送效率，擴大差異化競爭優勢。

As Taiwan's economic situation began to improve, 7-ELEVEN entered its rapid expansion period. Our stores spread into east coast Taiwan, and eventually reached 2,000 stores Nationwide, completing our logistics network deployment throughout the island. We reinforced our private-label fresh foods business by launching unique products such as Big Bite Hotdogs and Rice Rolls, providing our customers with more choices. Furthermore, we set up an exclusive logistics center to improve delivery efficiency and increase our product differentiation competitive edge.

## 1998~2007

茁壯——全方位服務滿足多元需求

Growing Comprehensive services to satisfy different demands

高速展店，克服離島物流配送困難，跨海至澎湖、金門等地展店，並跨足海外，前進菲律賓市場。同時，推出多項創新商品與服務，包括首創預購、CITY CAFE、代收服務、更以電子錢包概念首創icash、門市也首次導入ATM和ibon便利生活站等，以全方位服務與遍布全台的據點，結合購物、金融、交通、物流、公益與生活，成為社區服務中心。

We opened new stores rapidly, overcame logistic challenges to send products to offshore islands, and opened new stores in Penghu and Kinmen. 7-ELEVEN also went overseas and opened stores in the Philippines. At the same time, we launched many innovative services and products: being the first to set up a CITY CAFE coffee drink line, to offer pre-order services, package collect services, and icash payment services (which is inspired from the e-wallet concept). Our stores were also the first to provide ATMs and ibon kiosks. By offering services related to shopping, finance, transportation, logistics, charity, and daily life, 7-ELEVEN stores, with their full range of services and high coverage rate in Taiwan, have become community service centers.

## 2008~

創新——接軌國際開創零售新紀元

Innovation Connecting with the international market and initiating a new retail era

與世界同步，放眼未來。7-ELEVEN持續擴大商品結構，將國內外最新潮流商品網羅於貨架間，並首創茶飲結構的現萃茶，同時持續提供消費者超越服務的想像和體驗，以寬敞休憩空間的大店格，提升門市遊逛性；或導入多樣化品牌的店中店，甚至與美妝、健身房等跨業態結合的複合店，符合不同客層的需求；更結合科技，打造X-STORE、智FUN機、Big7，領先掌握下一個10年的消費新趨勢。

Looking to the future, 7-ELEVEN continues to expand its product structure and present the latest, most trendy products home and abroad on our shelves. We launched CITY CAFE Xian Cui Cha, the first type of tea drink sales structure in Taiwan, and ceaselessly provide services and experiences that go beyond customer expectations. 7-ELEVEN presents large format stores with wide, relaxing spaces. We also have shop-in-shop counters showing products from other brands, and combined-style stores with cross-industry collaborations, such as collaborations with beauty & cosmetics stores or gyms, to satisfy the demands of different customer groups. 7-ELEVEN leveraged technology to set up X-STORIES, smart vending machine stores, and Big7 as we welcome the new consumption trends in the coming decade.



# 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



## 平價高質感

### 嗜一口新鮮現煮風味

Affordable High-quality: Taste the Freshly Brewed Goodness



從城市到鄉間，從清晨到深夜，  
隨時來杯現煮飲品，滿足每一刻的悠閒時光。

Be it in the city or rural areas, dawn or midnight,  
have a cup of freshly-brewed coffee  
to satisfy every moment of relaxation.

CITY CAFE是許多人一天提振精神的來源。十多年來，始終堅持最高品質，每天嚴選每一顆咖啡豆，運用先進的技術與機器設備，經過嚴密的層層調校把關，才能放心交到消費者手上，帶動現煮咖啡大眾化。而隨著消費者品味不斷提升，CITY CAFE更持續深耕、提升品質，並在2018年推出精品咖啡品牌「CITY CAFE PREMIUM」，為咖啡愛好者提供更優質的飲品選擇。

CITY CAFE products are where a lot of people find their boost of energy every day. For the past decade, we have always insisted on using the best quality beans and carefully select each coffee bean every day. We use advanced technology and equipment that are meticulously fine-tuned and monitored to deliver high-quality coffee drinks to our customers and further popularizing freshly-brewed coffee. As the tastes of our customers become more sophisticated, CITY CAFE continues to improve product quality and provide coffee lovers with better and higher quality drink choices, including "CITY CAFE PREMIUM", a luxury coffee brand launched in 2018.

2016年引進新鮮、嚴選素材的現萃茶，緊接著在2017年推出擁有Q彈口感的珍珠系列，透過層層把關的製作流程，使用專業設備每日現萃，確保每一杯茶飲品質穩定且口感新鮮，搭配Q彈的珍珠，呈現多元的口感。7-ELEVEN一路堅守品質，讓你無論何時何地，都能在任何一間門市，品嚐到風味一致的高質感飲品。

In 2016, we introduced the fresh and meticulously selected Xian Cui Cha line; and in 2017, we launched the bouncy tapioca drink line. During the carefully managed production procedure, we use professional equipment to extract fresh tea daily to ensure every cup presents the same quality and fresh taste. Some may choose to add in bouncy tapioca balls for an additional different texture. Quality is always carefully monitored at 7-ELEVEN, so that no matter where you are or when, you can always enjoy a cup of high-quality fresh tea drink in any store.





## 美味鮮食無國界 打造餐桌新組合

Delicious Fresh Foods from All Over the World: Setting a New Dining Table

不用煩惱三餐，  
7-ELEVEN就是24小時不打烊的美味廚房。

Don't worry about your meals,  
7-ELEVEN is your 24-hour kitchen of delights.

建構完整鮮食供應鏈，從農場到餐桌全流程溯源管理，徹底落實每一環節檢驗，品質檢驗實驗室為每道上架食品安全嚴格把關。而隨著健康、養生意識提高，更推出看得見原貌的天然食材，以蒸煮的方式留下新鮮口感和風味，兼顧健康與美味；還有從產地直送的生鮮蔬果，透過契作與產地管理，為消費者培養出健康飲食習慣，元氣再加分。

7-ELEVEN has established a full fresh food supply chain and manages the entire process from farm to table with traceability. Our laboratory thoroughly examines every single link and pays close attention to every food product we put on our shelves to ensure food safety. As public awareness on health and wellbeing increases, we rolled out unaltered natural food products that use steaming and boiling techniques to keep their fresh taste and texture while maintaining nutrition value and good flavor. Our fresh vegetables and fruit produce are directly delivered from farms. Through contractual farming and place of origin management, we hope to cultivate healthy eating habits for our customers and help them be healthier.



為了讓你擁有全天好元氣，小七食堂推出早餐、正餐、點心、宵夜等全時段的豐富商品：標榜高價食材專門店作法的輕奢華美食系列；各式風味小吃、小菜和滷味的配菜新選擇；與人氣名店聯名，共同開發菜單的高性價比料理，讓餐桌上的料理隨意組合搭配，盡情玩轉創意。

To let our customers feel energetic all day long, the 7-ELEVEN Dining Hall Category offers breakfast, meals, snacks, and midnight snacks throughout the day. The Light-luxury Dishes Series offer dishes that are as if they were made in gourmet restaurants, and there are also other side dishes choices, such as various specialty snacks, snack dishes, and braised foods. 7-ELEVEN collaborates with famous and popular stores to jointly develop new menus and offer high-quality dishes at reasonable prices so that customers have a wide variety of dishes to choose for their dining table.



鮮食  
FRESH FOODS



## 多品牌差異化經營

### 引領潮流趨勢

Multi-brand Differentiation Operations Leading the Trends

國際採購、跨界合作，  
滿足不同客層的生活需求。

International procurement and cross-industry cooperations  
satisfy the daily demands of different consumer groups.

7-ELEVEN提供數千種商品任意選購，因應市場需求與流行趨勢，不斷調整商品結構與品牌定位，更與國內外知名大廠策略聯盟，開發獨家優質商品，並開發自有品牌，涵蓋零食、冷凍品、日用品等，為消費者貢獻美好生活提案。

7-ELEVEN offers over thousands of products. In reaction to market demands and trends, we constantly adjust product structure and brand positioning. We also enter strategic collaborations with domestic and international major businesses to develop unique high-quality products and private-label products such as snacks, frozen foods, and groceries, to offer better choices to our customers.



眼光精準的國際良品採購團隊，掌握第一手全球潮流話題，引進國外最夯的人氣商品和流行話題零食，並設置「國際精品專櫃」，同步販售各國熱門商品，以獨特性吸引更多新來客，在7-ELEVEN的貨架上，永遠有最新奇的發現！

We have an international procurement team with excellent taste and are familiar with the latest global trends. They introduce the latest products and trendy snacks from the world and stock the "International Quality Goods Shelf" to simultaneously sell the hot and popular international products which attract new customers with their uniqueness. You can always find something new on the shelves of 7-ELEVEN!



選品  
OUR PRODUCTS

# 話題商品前哨站

## 流行情報速傳遞

The First Stop for Hot Products and Disseminating the Latest Trends and Info



虛實整合，不分時空輕鬆購物。

Integrating virtual and physical stores for convenient shopping anytime, anywhere.

再遠的名店、再夯的排隊商品，我們為你帶到眼前。7-ELEVEN率先業界推出預購服務，打造虛擬二樓，不論身在何處，都能品味各地特色美食，因應季節和節慶推出的時令商品，更可在A店訂、B店取，採購送禮一次完成；甚至可結合網路購物，串聯全台五千多家實體門市，購物、取貨都便利。

Distant popular shops, hot products you have to stand in line for - we can bring them all to you. 7-ELEVEN is the first in our business to offer pre-ordering services through the ibon mart virtual store. No matter where you are, you can sample local specialty foods from anywhere. Seasonal or holiday goods can be ordered at store A and picked up at store B, allowing customers to complete shopping and gifting in one trip. You can also go online and connect with over five thousand brick and mortar 7-ELEVEN stores in Taiwan, making it very convenient to shop and pick up your products.



我們不只把商品帶給消費者，也傳遞最精確的消費情報。於門市內架設數位聯網媒體「OPEN! CHANNEL」，每天播放超過60支廣告，單日收視量高達900萬人次，內建的「人臉辨識系統」更能蒐集顧客觀看行為數據，計算人潮流量與收視狀態，精準掌握消費者偏好，提供消費者最即時的消費資訊。

We not only bring products to the consumers, but also disseminate the most accurate information on products and services. Our stores have a digital network media, "OPEN! CHANNEL", which broadcasts over 60 commercials daily and reaches 9 million viewers each day. The embedded facial recognition system can collect viewer behavior data and calculate people flow and viewing statuses so that we can accurately understand customer preferences and provide the latest information on products and services to them.



預購  
PRE-ORDERING



## 零現金也能掃貨 新消費時代來臨

Shop Cashless: The Arrival of a New Consumption Era

支付方式多樣化，會員消費超有利。

Diverse ways of payment with many member benefits.

7-ELEVEN首開國內便利商店先例，推出電子錢包icash，開啟非現金購物的時代，更結合會員機制，消費累積的OPEN POINT點數，與銀行、百貨、航空等跨產業合作，讓點數可以兌換商品、點數轉換、虛擬贈禮等多元應用，為每一筆消費創造更多附加價值！2018年更推出自有支付工具OPEN錢包，一支手機完成消費支付、累點及點數折抵，提供更便利的會員消費體驗。

7-ELEVEN is the first convenience store in Taiwan to roll out the e-wallet "icash". It opens the era of cashless shopping and is tied in with a membership mechanism. Members can accumulate OPEN POINT and use them in many ways: exchange points for products, transfer points, or give gifts through virtual channels via our industry collaborators, including banks, department stores, and airlines. Earn more additional value with each purchase! The proprietary payment solution OPEN Wallet, launched in 2018, further improves customer experience by allowing them to make purchase transactions and earn or redeem loyalty points using their phones.



行動錢包 一手掌握

會員專屬行動錢包，  
從此出門只要帶手機！

為了迎合每一個顧客的消費習慣，持續導入各種電子票證、行動支付、或信用卡消費等服務，多達十幾種非現金支付方式，讓採買消費更便利。並首創全感應式無紙化信用卡服務，讓感應式行動支付比例為全台通路之冠，打造虛實整合的金融生活圈。

In order to satisfy the consumption habits of every customer, we continue to integrate various forms of payments, such as via electronic stored value cards, mobile devices, or credit cards. We offer over a dozen ways for cashless payment for your shopping convenience. 7-ELEVEN is also the first to roll out a new type of paperless credit card service: customers can choose to store their receipts online instead of printing them out, and have the highest percentage of one-touch payments in Taiwan's retail channels. We aim to set up a financial consumption environment that integrates the virtual and physical world.



支付  
PAYMENT



# 全方位供應鏈

## 貨暢其流

Comprehensive Supply Chain for Smooth Logistics

克服挑戰、跨越距離，  
不管在哪裡，都要交到你手裡。

Overcoming challenges and distance:  
No matter where you are, we will deliver your package to you.

7-ELEVEN以系統性規劃，搭載最新科技，打造縝密的物流體系，服務範圍涵蓋全台與離島，依據商品類型、溫度等提供不同配送服務，更克服花東、離島等物流的問題，每天有上千輛物流車，上千條配送路線，打造出最綿密的物流配送網絡，將每日生活所需配送到全台灣五千多家門市，一個都不能少。

With systematic planning and the latest technology, 7-ELEVEN has set up an extensive logistic system to offer services all over Taiwan and offshore islands. According to different types of products and storage temperatures, we planned different delivery routes and have overcome logistic challenges in eastern Taiwan and offshore areas. Every day there are over thousands of delivery trucks running along one of the thousand routes which complete the most detailed logistics network to deliver daily groceries to over five thousand 7-ELEVEN stores all over Taiwan.



而隨著電子商務的興盛，EC需求量不斷增加，領先業界建置的EC物流系統和設備，展現最強競爭力，一天可處理超過六十萬件EC貨量，確實且快速地，將消費者引頸企盼的包裹，第一時間送到你手裡。

As e-commerce is becoming more popular, the demand for EC is also increasing. 7-ELEVEN is the first to set up an EC logistic system and equipment. This boosts our competitiveness as we can process over 600,000 pieces of EC packages every day and deliver the package you have been waiting for swiftly and safely to you.



物流  
LOGISTICS

# 把愛找回來

## 全年無休的公益平台

Rediscovering Love: The Year-round Charity Platform

串聯全台門市，成為在地公益的最後一哩路。

Connecting all stores in Taiwan and localizing charity actions.

為了在這片土地種下希望的種子，7-ELEVEN秉持著「真誠、創新、共享」的企業精神，自1988年以隨手行善的概念，推動「把愛找回來」，在門市設置零錢箱與ibon募款，方便民眾一塊來做愛心，讓愛心24小時不打烊，並以無數的創意發想，帶動募款金額逐年提升，協助社區關懷弱勢與長者。

1999年更成立「統一超商好鄰居文教基金會」，投入社區關懷，以「好鄰居同樂會」的方式，深入城市與鄉鎮，每年舉辦上萬場活動，把歡笑和溫暖帶到全台角落，更以門市為據點，活化鄉鎮社區發展，為社區開創更美好的未來。

7-ELEVEN honors our enterprise spirit “honesty, innovation, sharing” and has been spreading seeds of hope in Taiwan all over Taiwan since 1988. We launched the “Rediscovering Love” campaign and placed coin donation boxes at stores and donations channels at ibon kiosks, making it very convenient for the public to donate money anytime, anywhere. After rolling out limitless creative campaigns, the donation amount has increased annually and the funds are used to help community minorities and the elderly.

In 1999, we established the Good Neighbor Foundation that focuses on community care. We hold over ten thousand Good Neighbor Party events every year to interact with minority groups in cities and rural areas. We bring joy and warmth to every corner in Taiwan, and use 7-ELEVEN stores as home bases to stimulate community development in rural areas to create a better future for the local residents.



公益  
CHARITY

# 當我們同在一起 力量大無比

When We Work Together, Our Strength is Unlimited



完善加盟制度，陪你一起成長、大步向前。

A comprehensive franchise system  
to help you grow and move forward.

統一超商建立完善的加盟制度，在「專業分工、共存共榮」的理念下，提供強大後勤系統，規劃完整的訓練課程，舉凡經營、行銷、財務、稅務、顧客服務等，透過授課分享和專業顧問的輔導，不斷提升加盟主各種知識與技術，讓每一位加盟主都能打造屬於自己的事業版圖。

President Chain Store Corporation (PCSC) has a comprehensive franchise system that believes in “assigning responsibilities according to professional skills and prospering together”. Our headquarters offer comprehensive training courses that cover topics such as business operations, marketing, finance, taxes, and customer service. Through the discussions in class and guidance from professional advisors, franchisees can improve their skills and knowledge so that everyone can establish their own unique business.

統一超商更以永續經營為概念，因應環境變化即時調整加盟分潤、提供加盟續約優惠等，全方位照顧加盟夥伴食衣住行育樂的需求，免除加盟主的後顧之憂，與統一超商一起打造加盟共榮圈，穩健成長，好還要更好。

PCSC sets up sustainable operations, so we adjust franchise profit sharing ratios according to the current circumstances, offer special contract renewal fees for franchises, and take care of all aspects of our franchisees' daily lives so they don't have to worry about them. PCSC aims to build a co-prosperity sphere to help everyone grow steadily and become better.



加盟  
FRANCHISE



# 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!





統一超商股份有限公司  
統一超商株式会社  
[www.7-11.com.tw](http://www.7-11.com.tw)