

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-STOREs, smart vending machine stores, and Big7 as we welcome the new consumption trends in the coming decade.

