Research Method
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**Research topic:** An analysis of 7-11 marketing strategies

**Research problem:** Why 7-Eleven becomes so many in Taiwan and customers will be specific to the selected 7-11, and now the consumer marketing campaigns that will let customers according to sensational?? The aim of this study is to analyze the marketing strategies of 7-11.

**Outline:**
A. A brief introduction of 7-11
   1. Founder of 7-11
   2. History
   3. To introduce the Logo
B. Basic Marketing
   1. Price
   2. Place
   3. Promotion
   4. 4P
C. Advertisement Marketing
   1. Representative
   2. Slogan
   3. The celebrity endorsement by famous pop idols

**Literature review:**

**History:**
7-ELEVEN convenience store concept was created in 1927 by the Southland Corporation which, at that time, operated mainly as an ice, milk, and eggs retailer. By 1946, the Southland Corporation introduced a new convenience service that involved prolonging the opening time from 7 a.m. to 11 p.m. This was how the legendary 7-ELEVEN name came about.

On April 28, 1999, The Southland Corporation officially changed their name to 7-ELEVEN INC. To date, 7-ELEVEN is present in over 20 countries and regions. Everyday, 200 million
consumers of different race and lifestyles enjoy the 24-hour service at 7-ELEVEN. This significantly promoted 7-ELEVEN as a first-class business and brand worldwide.

**Managing Strategy:** (管理策略)
During the start-up period, President Chain Store Corp. was facing a predicament of a consecutive six-year deficit. Fortunately, with the full support from President Enterprises, it has worked its way up the ladder. Despite frequent setbacks, President Chain Store Corp. has securely forged ahead and built up the foundation and territories in the retailing industry. In the 21st century where many new potentials and hopes arise, we are announcing that we will not only be neighbors to the world but also be responsible citizens who contribute to the society. Moreover, we need to place our efforts in satisfying customer needs and adding value to the shopping experience through our services. A new definition may be required for 7-ELEVEN as convenience stores develop into a community service center. In order to stay ahead of competition, we continuously develop new products and services to enhance customer satisfaction and awareness.

**Production development** (產品開發)
Market intelligence collected through the POS system is shared with suppliers. New products are therefore jointly developed by merchandisers and suppliers. This type of "team merchandising" has allowed 7-ELEVEN Taiwan to differentiate itself from competition and responding to consumer needs. At the same time, it has increased product quality and supplier profit. The purpose of this annual meeting lies in showing our appreciation to our suppliers and communicating the Merchandise Plan for the year. It allows both sides to find synergy in cooperation and create a triple win situation amongst consumers, stores, and suppliers. Through global merchandising, the 7-ELEVEN family may unite in leveraging worldwide purchasing power, and in adopting high value and high quality products to suit consumer needs. Not only does global merchandising lower logistic and purchasing costs, it also gives world-class choice to every customer.

**4P**
Product  Price  Place  Promotion

**4C**
Consumer needs and wants  Cost  Convenience  Communication

**LOGO**
7-11 in the supermarket, the official trademark biaoji manner, with the exception of
7-ELEVEn ending n to lowercase for the rest of the English to uppercase; this kind of design reasons, in the Chinese area (especially Taiwan) folk say 7-11 convenience store research marketing practices Law because the Feng Shui element (uppercase N, the last to go, said the money bulk out lowercase n ends to, that would attract money came in), but the official said that the rule expressed in the design United States Southern Company era existed, but the original designers just because beauty problems created this trademark.

**Service Philosophy**

Modern convenience stores cannot satisfy customer requirements by only selling products. Through continuous efforts, we have simultaneously established different kinds of service-based products as a way to promote the Community Service Center concept. In particular, we have launched the "Bill Payment Services" allowing customers to pay for their public service bills. For this, President Chain Store was awarded Global Silver Award by Marketing Communication Executive International.

- Photo development
- Digital image printing
- Bill collection service
- Takkyubin
- Facsimile transmission
- Direct marketing shopping service
- Duskin rental service
- Pre-order service
- Pre-ordered purchases, photocopying, worldwide express service, free calls for ringing up radio taxi etc...
- Launch icash

**Reference list in APA style:**

7-11 history
retrieved:2010/12/12 取自：http://zh.wikipedia.org/wiki/7-11

Managing Strategy

Production development
4P&4c
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LOGO

Service Concept