

7-Eleven, Inc.

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Creating stores loved by everybody around the world. NEC collaborates as a global partner in business expansion of 7-Eleven.



■ At a glance

7-Eleven is the world's largest chain of convenience stores with over 36,000 stores in 15 countries and regions around the world. This is supported by the philosophy of "Retailer Initiative".

NEC's solution serves as the backbone to this framework that accurately grasps the ever-changing consumer needs, enabling the appropriate amount of order placements at the precise moment, thus ultimately allowing the 7-Eleven stores to continuously consolidate an appealing line of items that can be handled by anybody, from the franchisee owners down to the part-timers.

Currently, 7-Eleven is stressing to globally expand its business activities, spanning the US, Japan and China, through to various countries and regions in Southeast Asia, Central America and Europe. As its strategic partner, NEC is providing the latest store solutions in every possible way.

■ Background and Challenges

- 7-Eleven's challenge is to further promote its active global expansion and area licensee movement to the matured and emerging retail markets. In order to achieve such business goal, 7-Eleven required a solution partner that had a true understanding of its business strategy and process, thereby providing the most appropriate support that corresponded to each need of the specific country or region.

■ Achievements

- Through its long years of relationship with NEC, a trusted partner that had a true understanding of the store business process of the ground reality, 7-Eleven was able to build a reliable and user-friendly IT system. Specifically, NEC realized a robust framework that supported the store management of each franchisee: providing merchandising support on ordering and product assortment, while improving the store operation efficiency.
- 7-Eleven has come to gain a 'No. 1 Convenience Store' status in many countries and regions around the world. Such remarkable result was achieved by adapting the concept of Retailer Initiative supported by highly sophisticated IT and network technologies in order to adjust to the specific conditions and situations of each region.
- In the US, the average sales figures for franchise stores incorporating this advanced business model have soared by 43 percent.

■ Improvement Points and Future Outlook

- Positioning NEC as its strategic partner in its global strategy, as well as its indispensable IT service provider, 7-Eleven seeks to actively promote its business expansion on a worldwide basis.
- Working together with NEC, 7-Eleven is constantly trying to improve its development process and system, seeking to ultimately reach the best solution. As one area of further improvement, 7-Eleven is currently focused on making its store systems even more simple and user-friendly.

■ NEC's Innovation

- A highly sophisticated IT/store solution that supports the global business model and store management activities of 7-Eleven.

■ Introduction of products and solutions

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