



An Analysis of the Business Model Evolution and Development Trends of Uni-President's 7-Eleven: The Shift from a "Small 7" to a "Big 7"

Have you noticed? In recent years, sticking to the same standards and consistency is no longer the rule for chain stores. The new trend is to adapt to different areas and plan unique stores based on the characteristics of each neighborhood. 7-11 has changed from the small '7-Eleven' to a bigger version, combining different businesses together. This helps attract more customers, increase foot traffic and sales, meet more customer needs, and create more benefits!



1. Bookstore: Integrated with Books.com.tw, Taiwan's leading online bookstore	6. Draft Beer: Buckskin
2. Beauty & Health: "K • seren"	7. Freshly Squeezed Juice: Saint Cosmetics, "Juice Bar"
3. Stationery: MUJI	8. 「city cafe」
4. Game consoles: Switch, Pokémon	9. candy house
5. Ice cream: Cool Stone	10. Pet Life Zone 



"Big 7" integrates the five senses of daily life — sight, hearing, smell, taste, and touch — offering customers diverse experiences through each. By combining elements such as beauty products, health services, in-store bakeries, and gaming machines, these new hybrid stores are designed to increase customer dwell time, raise the average spending per customer, and ultimately boost overall profitability.

In order to meet the diverse needs of consumers and differentiate 7-11 from other convenience stores, 830 specialty stores have been built, including the Blue Ocean Container style, Moonlight Forest Cafe style, Harry Potter style, etc., to attract different customer groups and enhance competitiveness.

"Research Suggestions"

1. Strengthen digital features to increase customer loyalty.
2. Focus on health-related products and services to attract health-conscious customers.
3. Offer a pet boarding area to create more business opportunities.

