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7-ELEVEN INDONESIA: INNOVATING IN EMERGING MARKETS



INTRODUCTION


This paper explores the experience of 7-Eleven Indonesia as an example of the strategy of retailing in the emergent markets. In this case, the brand brought together the aspects of convenience with social experiences to change the appearance of a traditional convenience store.





MARKET DYNAMICS


The market situation in Indonesia is an emerging market that made it necessary for 7-Eleven to consider the Indonesian customer preferences. In contrast to other developed countries, where it has primarily been a convenience store, 7-Eleven Indonesia includes dining areas as well as free internet access along with price-sensitive 'heat n eat' meal types.





INNOVATIVE BUSINESS


Still, the “Sevel” concept changed it altogether. For this reason, 7-Eleven Indonesia positioned itself as the convenient retail store with casual dining offering a differentiated product from competitors. This hybrid model ensured that it got more traffic on its feet also ensured that the customer spent more time in the store thus translating to more sales per head.





CONCLUSION

7-Eleven Indonesia also shows how management should innovate, adapt to the market, and forecast the future in an emerging market location. Hence despite the fact that its journey was not without its shares of rise and dips it will serve as a useful case for firms that are targeting to operate in similar terrain.





RECOMMENDATION

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