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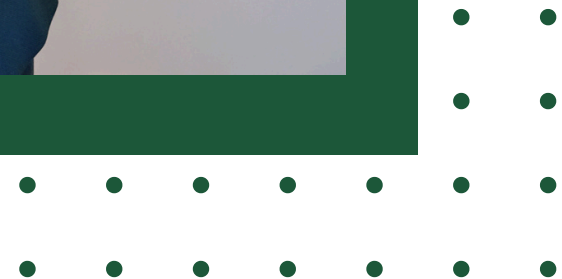
7-ELEVEN JAPAN CASE SOLUTION



ELEVEN

Introduction

7 Eleven Japan can be best defined as the perfect example of convenience retailing with its focus on strategic management, customer orientation and operational processes. The first store opened in the United States and has established itself in Japan and has evolved as the golden standard of convenience stores.



Innovative Business Mode

The basic foundation which has enabled 7-Eleven Japan to achieve great outcomes is the franchise plan. This model benefits local players, and offers solid support and branding for the global base. It is helpful to franchisees who get detailed training and directions about operations besides the constant check on performance to guarantee a solid relationship and quality service.



Customer- Centric Approach

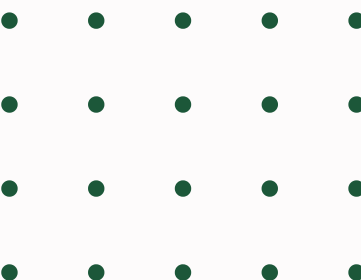
The role of local customers in 7-Eleven Japan is crucial and that is why the focus is laid on their necessity. The company uses ready market data and research often modifying their product range and periodically bringing new and seasonal products into the stores. This dynamic inventory guarantees the optimal attractiveness of the products and services offered, maintaining a high level of satisfaction among the customers.

Efficient Supply Chain Management

Therefore, 7-Eleven Japan has a highly efficient supply chain as a significant component that sustains the company. There is a complex system of deliveries, where the company provides multiple transportation of fresh products day by day. This system reduces incidents of stockouts and foods being spoiled while at the same time ensuring that the products available for consumption are fresh and of good quality. Automated supply chains and big data solutions provide increased adaptability, decreasing inefficiencies of excess stock and redundant resource usage.

Technological Integration

technology savvy’; Another peculiarity of the 7-Eleven operation in Japan refers to the company as being ‘technology-savvy’. Implementing of POS system, inventory control, Customer Relationship Management are some technological applications that it uses in its business processes. Small advances such as mobile payment, self-checkouts, as well as online ordering systems, clarify its intentions to grow amidst a changing retail environment.



RESOURCE

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