

The Study on the Business Strategies of Convenience Store Chains in Taiwan

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ABSTRACT

The Chained Convenient Store System has been developed in Taiwan for 20 years. Up to October 1999, the top 12 companies of this business have accumulated 5411 stores. If each store has 600 customers visiting daily, that means there are around three million people receiving services everyday. Therefore, we can realize that the convenient store is very beneficial to modern life. The Chained Convenient Store System also has large influences in food manufacture industries. Under practical investigation, about forty percent of daily food are sold to customers through this system. Without this system, we can not imagine how big of a loss will happen to all food manufacture industries. There are many studies on this system nowadays, but most of them emphasize on its functions and operations only. This thesis is trying to study from business strategies with the active case study of "High Life Convenient Store Business". Through the analyses of in-depth interview, literatures review, and business internal information collection, we applied the SWOT analysis structure to compare each key function with opportunities and threats, internal strengths and weaknesses, objectives and strategies. Finally We have concluded with five propositions: 1. The competition between Chained Convenient Store businesses is getting tougher. Medium sized businesses have to increase service quality to get more local strengths. 2. The method of chained store management is mainly focused upon competitive strength. Therefore, before making a business plan, it must first provide more satisfied services and show respect to customers. 3. The number of franchise store in business will increase very fast. Only through close cooperation between franchisor and franchisee, they can create more profit, and the good relationship will be more everlasting. 4. The Distribution Center is a main artery to Chained Convenient Store System. A Chained Convenient Store business may not even operate without a good distribution system. In addition, the Distribution Center has other positive functions in business. 5. The structure of POS System is absolutely required. Good planning and efficient operation for this system can make business growth quicker.

Keywords : 連鎖 ; 便利商店 ; 策略規劃 ; 加盟

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