

7-Eleven: Not Just a Convenience Store

Time	Audio	Video
0-:15	Convenience takes on a new look at our remodeled 7-Eleven locations *soft cozy music	The outside shows a well lit pumps and charging stations, clean and safe entrance to the store.
:15-20	Easily find what you need in our clean and organized isles	Show isles and refrigerator areas Clear signage, and less crowded isles
:20-25	Clean restrooms and rest area to rest during long hours on the road.	Show newly remodeled rest area near the restrooms with benches and tables and chairs surrounded by walls of souvenir options available for purchase.
:25-30	Come check out our newly remodeled locations near you and find a new love for our classic convenience store.	Show person talking behind the counter of the store smiling and greeting people. *have a list of newly remodeled locations and upcoming ones on the screen
end	*music louder	7-Eleven logo with larger list of locations

Using Numerator and A research paper regarding 7-Eleven I was able to look into demographics and psychographics. Their clientele tends to be more male than female, although the female reach has grown. They target a wide range of age groups from young adults to middle-aged consumers. They tend to build near neighborhoods, and are a go-to store for “quick convenience”. The ads and signage tend to stay in mind when people are traveling and the brand recognition helps the company become a place that people tend to stop at.

Our goal is to reveal a new plan to expand and remodel the stores to be a new rest area for travelers and returning customers alike. (Using GOST 1 as the main idea with some edits). We'll appeal to their desire to have a cleaner experience in a convenience store and safety during a stop by highlighting key features that will change their experience at stopping at one of locations from one of dread to one of desire.

Goal: To increase sales and popularity of the 7-Eleven brand

Objective: Increase Market Share from 8.5% to 10% by the end of 2026

Strategy: Switching gears from fast service, to longer customer retention.

Tactics: Offering clean restrooms, a food and eating area, and increasing our cleanliness efforts.

Zheng, Ye. (2025). Research on the 7-Eleven Convenience Store. *Advances in Economics, Management and Political Sciences*. 150. 114-119. 10.54254/2754-1169/2024.19286.