



7-Eleven, Saigon Trade Centre Ho Chi Minh City, Vietnam

Inside the hotly anticipated first 7-Eleven store in Vietnam



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Introduction

This insight report was prepared by:



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We visited the first 7-Eleven store in Vietnam, which opened in June this year. The store is located in an office tower in District 1, a busy district situated at the heart of Ho Chi Minh.

This is the largest 7-Eleven store in the country, targeting office workers within the tower and nearby. The store focuses on offering daily top-up items, fresh food and smaller pack sizes. However, there is still some experimentation in terms of product assortment and operations to optimise its offer.

7-Eleven has plans to expand its network in Vietnam. By September, they had opened four stores and are now looking to reach almost 20 by the end of this year. Over the next two years, they target 100 stores in Ho Chi Minh city.



Location and details

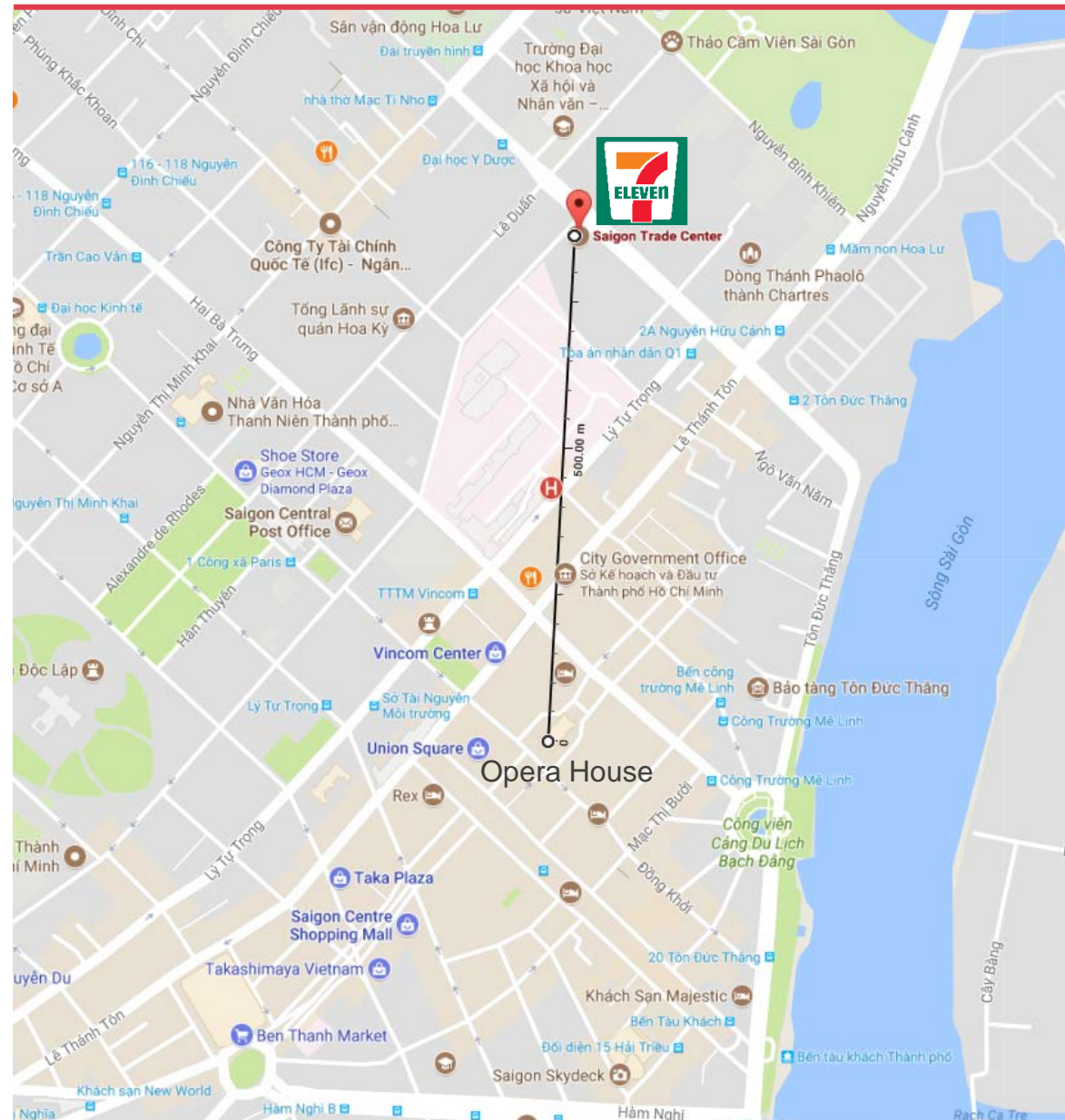
7-Eleven, Saigon Trade Center, HCMC, Vietnam

Address: Tôn Đức Thắng, Bến Nghé, Hồ Chí Minh

Store sales area: 1399 sqft/130 sqm

Opening hours: 24 hours

Competitors: Aeon Ministop, Vinmart Plus and Aeon Citimart are within walking distance



Key highlights



Exclusive products



Localised offer



Menu rotation through the day



Comfortable in-store seating



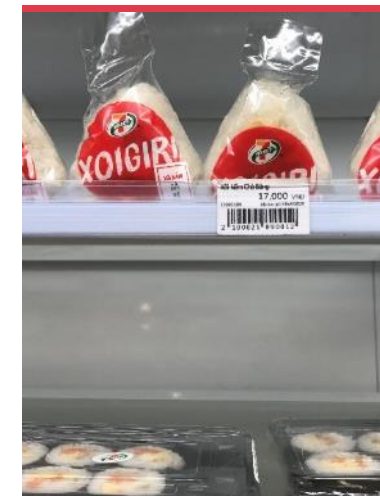
Loyalty scheme

Exclusive products

The 7-Eleven store offers a large range of exclusive products to stand out against its competitors. Customers can purchase and enjoy 7-Eleven's famous Slurpee. The in-store machine has the capability to serve up to 1,000 cups a day.

It took the retailer over a year to plan its fresh food program, working with third party suppliers to create a range of food that is unique under their private label, 7-Select.

Here are some examples of the different types of food available: onigiri, sushi, Japanese pancakes, puddings and packaged snacks. These meet the different needs and demands of busy office workers in the building.



Localised offer

Besides exclusive products, there is a wide range of Vietnamese food to cater for local customer tastes and preferences.

Hot coffee is served in a typical takeaway cup (about 200ml), but only filled a quarter way up. This is a typical local black coffee, which looks more like an espresso shot than a long black.

The retailer is also looking to have its own bakery in-store by the end of the year, showing their commitment to improve the store's offering over time.



Menu rotation through the day

Another key highlight is the hot meal station, which displays a different menu depending on time of the day. The retailer uses a digital screen to clearly show customers what is currently available.

At 10am for example, the hot meal is changed from banh mi (baguette) to rice dishes for lunch. This is a very unique and interesting feature that we have not seen at other convenience stores in the country.



Comfortable in-store seating

The store has quite a large seating area with thoughtful facilities for shoppers. There is free wi-fi, hand sanitiser, ice, hot water and a microwave oven to heat up chilled food at the counter.

During our visit, we noticed the area was particularly busy with office workers during breakfast and lunch. Whilst empty seats were soon taken up by those with a bit more time to socialise in between these periods.

More self-serve options will be available in the future to provide greater convenience to shoppers.



Loyalty scheme

In order to build loyalty amongst its shoppers, 7-Eleven has launched a 7Rewards app in Vietnam. This is promoted through social media, point-of-sale materials and the retail team in-store. More than 10,000 shoppers signed up in June.

Members enjoy their seventh coffee free, accumulate points for rewards and receive tailored vouchers depending on their spending. They can also manage and track how much they have spent at the store via the mobile application.

We believe this is a great way to grow loyalty, especially since 7-Eleven has plans to include basic grocery items in the future.

7REWARDS

TẢI ỨNG DỤNG HAY NHẬN QUÀ LIỀN TAY

Nhận quà chỉ với **3 BƯỚC** đơn giản

- Tải ứng dụng **7REWARDS** tại bit.ly/7rewardsvn.
- Cài đặt và đăng ký thành viên bằng tài khoản Facebook hoặc số điện thoại.
- Thực hiện nhiệm vụ và nhận ngay ưu đãi thôi nào!

Our view

- 1** **Clear target segment** – All the merchandise and communication like its loyalty program clearly target affluent, young office workers, establishing a clear positioning for 7-Eleven.
- 2** **Localisation drives shopper frequency** – Offering familiar local meals and snacks at reasonable prices in a modern setting. This gives customers a reason to visit the store every day.
- 3** **Private label delivering exclusivity** – We understand that the retailer will focus on product innovation in their next phase of growth to ensure that they continue to capture shoppers' attention in a highly competitive market.
- 4** **Central distribution for quality control** – All products are delivered to a central distribution centre so that they can be checked for quality before going out to the retail stores. This is a key focus, and part of the reason for concentrating store expansion in Ho Chi Minh first.
- 5** **Regional and global network support** – The local team has been carefully planning the execution of its stores during the last two years. By incorporating the best practices from its strong network, we believe 7-Eleven has strong potential to succeed in Vietnam long term.

What next?



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