

7-Eleven Inc in Retailing (USA)

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Date: May 2014

Pages: 5

Price: US\$ 150.00 (Single User License)

ID: 7CF76EFD96FEN

Abstracts

7-Eleven plans to aggressively pursue expansion options through M&A activity in addition to new store openings. The company plans to convert purchased stores to franchise opportunities to increase profitability. 7-Eleven is attracted to high-density corner locations that experience a lot of foot traffic over suburban locations that rely on car-based consumers. Additionally the company plans to strengthen its fresh food offerings in order to drive traffic and sales.

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