

JAN	FEB	MAR	APR	MAY	JUN	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
JUL	AUG	SEPT	OCT	NOV	DEC	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		

**Leonid Volovnik**

regional director (7-11)

- 7-11 int. team
- 20 people
- Dallas, TX = HQ

support int. license

- Thailand
- Philippines

} business consulting (license medical obligation)

brand management

- 7-11 brand is properly utilized
- logos / trademark → digital medical references **brand**
- highly controlled

business model ⇒ all of the other aspects

- customize 7-11 logo
- how products are displayed } uniformity

Local Aspect

- area licenses
  - move freedom
- local brands
  - right to develop ⇒ part of **brand portfolio**
- using set of brands
  - food brands
  - own by 7-11 inc / brand
  - int licenses
    - right to use under area license

protect from infringements

- 7-11 copy obligation

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\* retail teams then protect brand

↳ brands developed by licensee  
 • local

\* store structure

• certain element of store design  
 • front ndl to comply w/ store  
 • few exceptions

\* interior

• more flexibility in layout  
 • true for any country  
 • based on consumers  
 • 40 year old brand (changes)

↳ revolution in brand

\* marketing team

→ consumer studies conducted } still relevant  
 → product standpoint  
 → brand as a whole

Difference in Brand Perception / Store Use

\* market concentration

• how long in country  
 • N.A → drive-up stores & parking lot / everyday items  
 • coffee  
 • cigarette } trying to introduce more fast food  
 • beer  
 • snacks }  
 ↳ more milkshakes

↳ digital stage

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\* Asia

- few parking lot stores
- urban walk-up
- higher concentration of stores
- USA
- 1 mile rule  $\Rightarrow$  in Asia no rule

MOST STORES  
IN  
ASIA

\* Thailand

- 15,000 conven. stores
- 7-11 = 213 stores
- greater brand presence

History of 7-11

- pioneer convenience
- selling ice
- LD in Dallas, TX  $\Rightarrow$  later move towards convenience
- connection in Asia
- in 90's
- Japan (majority owners)
- later licensee bought out licensor

- trading company
- Japan techn. owns in USA

↳ stores growth in Asian markets largest

\* 7-11 = kind of monopoly in global in int. market

- more largest
- big comp (global)
- Family Mart } smaller, in Asia only
- Lawson
- Europe / US
- Circle K

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\* 7-11 COMP

. BUSINESS model

. digital fresh food

. foundation = strong

. pioneered the convenience model

two key concepts

. clean store

. good service

. clean

. quality prod.

combo = what differentiates

\* determine needs of customers

. computer

needs

\* market concentration strategies

. more store: larger customer base: more

\* culture: v. important

. understand

\* Digital strategies

. find new ways

tools / communication to understand cult.

. big data

. art. intelligence

. current focus

. comp. also is doing

marketing

. e-commerce

. drop of prices

. financial

work on drawings  
color -> space is more

. design standpoint

. study w/ 100 ppl

. draw 20-30 logos

. well-known

\* original name

. focus on brand management

↳ comp. advantage

↳ lot of work

} figure out needs of comp.

\* figure out consumer standpoint