



Malaysia: 7-Eleven unveils new convenience store concept

7-Eleven launched its 2000 store in Malaysia showing its new and modern convenience store concept, reported Marketing-Interactive.

The new store serves as a window to that 7-Eleven would like to do in other countries. The concept is based on providing the customer with a place of comfort with a wide range of products and a café atmosphere.

Other new features installed by the convenience giant include Touch 'n Go reload services, bill payment for utility providers and online purchases through MOLPay, as well as parcel locker services.

“At our listing in 2014, we discussed our expansion plans and our intention to increase our number of new stores by 600 over the next three years from 2014 to 2016. We are very pleased to have reached this historic milestone of 2000 stores but it’ll be business as usual as we have no intention of stopping here and will continue with our rapid store expansion,” said Gary Brown, CEO of 7-Eleven Malaysia.

The convenience store chain has also set a big focus on their fresh food and hot beverages offerings.