



7-Eleven further develop Asian market with Vietnam entry

7-Eleven's latest master franchise agreement with Seven System Vietnam Co. Ltd. to open stores in Vietnam reveals the importance of the Asian market for the world's largest convenience-store retailer.

Vietnam will be the 18th country to have 7-Eleven convenience stores. It is the latest move on the South-Eastern Asian market after they entered Indonesia in 2009. Vietnam holds great business potential with an underdeveloped market which caters for 90 million potential consumers.

Dallas-based 7-Eleven has been operating in Asia since 1974, with Japan as their flagship market, where it owns 17,569 stores.

Currently, it operate in Japan, Taiwan, Hong Kong/Macau, Singapore, the Philippines, Malaysia, South Korea, Thailand and parts of China, totalling 44,161 stores, according to the Dallas Business Journal.

As it enters new markets such as the Vietnamese, or it develops others like China's or Indonesia's, 7-Eleven plans to open new stores and carry on growing. According to Toshifumi Suzuki, CEO of 7-Eleven's parent company Seven & I Holdings Co., they expect to reach 80,000 stores by 2020.