

CONTENTS

ABSTRACT.....	i
摘要.....	ii
ACKNOWLEDGEMENTS.....	iii
CHAPTER 1 INTRODUCTION.....	1
1. 1 Background and Motivation of the Study.....	1
1.2 Research Purpose.....	1
1.3 Research Significance.....	2
1.4 Innovations of the Paper.....	2
CHAPTER 2 LITERATURE REVIEW.....	2
2.1 Background of 7-ELEVEN Company.....	2
2.1.1 Concepts and Features of Convenience Stores.....	2
2.1.2 Corporate Origin and Equity Ownership of 7-ELEVEN.....	3
2.2 Overview of Franchising Model.....	5
2.2.1 Concept of Franchising Model.....	5
2.2.2 Development of Franchising Model.....	5
2.2.3 International Franchising.....	7
2.2.4 Advantages of Franchising Model.....	7
2.2.5 Disadvantages of Franchising Model.....	8
2.3 Development of Franchising Model of 7-ELEVEN.....	9
2.3.1 Significance of Franchising Model for the Japanese Retail Industry.....	10
2.4 7-ELEVEN’s Development in Thailand.....	10
2.4.1 Brief Introduction of the Retail Industry in Thailand.....	10
2.4.2 7-ELEVEN in Thailand.....	11
2.5 Thailand’s Strengths Among 10 ASEAN Countries.....	12
CHAPTER 3 RESEARCH METHODS AND MAIN CONTENTS.....	14
3.1 Research Methods.....	14
3.2 Main Contents of this Paper.....	14

CHAPTER 4 RESEARCH RESULTS	15
4.1 PEST Analysis	15
4.1.1 Analysis of Political Environment	15
4.1.2 Economic Environment Analysis	16
4.1.3 Social, Cultural and Demographic Analysis	17
4.1.4 Analysis of Science and Technology	18
4.2 Five Forces Analysis [Industrial Structure]	19
4.2.1 Peer Enterprise Competition (Competitiveness of Existing Competitors)	19
4.2.2 Entry of Potential Competitors	20
4.2.3 Bargaining Power of Suppliers	21
4.2.4 Bargaining Power of Purchasers	22
4.2.5 Development of Potential Alternatives (Threat from Substitutes)	22
4.3 Analysis of the Internal Environment of 7-ELEVEN in Thailand	23
4.3.1 Competitive Advantages of 7-ELEVEN Thailand	23
4.3.2 Core Competence	25
4.4 SWOT Analysis	27
4.4.1 Strengths	27
4.4.2 Weakness	28
4.4.3 Opportunity	28
4.4.4 Threats	29
4.5 Marketing Analysis	30
4.5.1 Products	30
4.5.2 Price	31
4.5.3 Channels	32
4.5.4 Promotion	32
4.6 Strategy Implementation of 7-ELEVEN Thailand	33
4.6.1 Human Resource Management Measures of 7-ELEVEN Thailand	33
4.6.2 Marketing Strategies of 7-ELEVEN Thailand	35
4.6.3 Analysis of Logistics and Information System Management	36
4.7 CP All about Franchise Benefits	39

4.8 Value Chains.....	40
CHAPTER 5 CONCLUSION	40
REFERENCES	43