

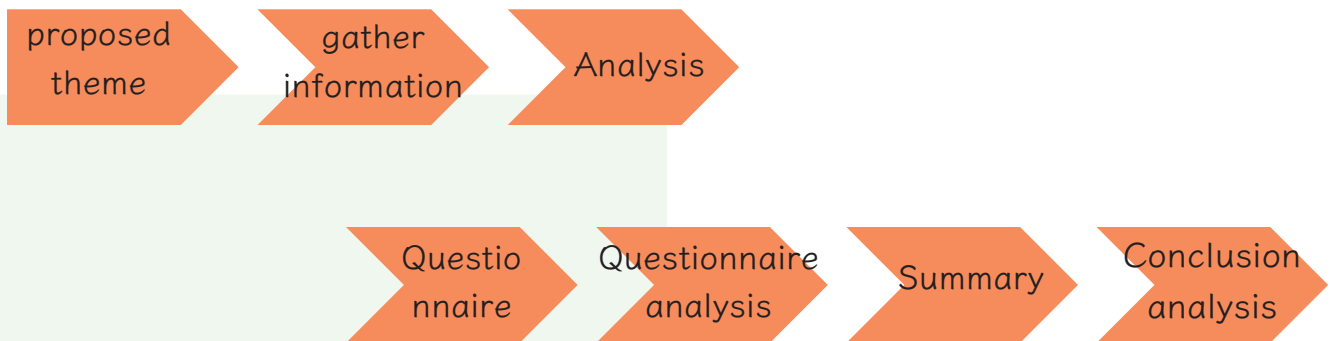


INTRODUCTION

統一超商

之財務比率分析及顧客滿意度

The aim of this study is to understand the operational philosophy of the 7-Eleven convenience store chain and analyze various financial ratios as well as consumer satisfaction with 7-Eleven. Based on the research findings, specific recommendations will be provided to investors and operators as reference. The research team initially conducted a literature analysis and used financial analysis formulas to analyze 7-Eleven debt repayment, operational efficiency, and profitability. Additionally, a questionnaire survey was conducted to investigate consumer satisfaction with the services related to 7-Eleven operations. Conclusions and recommendations were derived from the feedback received from the questionnaire.



Suggestions for the 7-Eleven team:

1、Improve service quality and enhance employee training:

7-Eleven can enhance employee training by improving their service, attitude, optimizing workflow planning, increasing checkout speed, or introducing self-checkout options to provide customers with a better shopping experience.

2、Expand product variety:

7-Eleven can collaborate with other brands to offer unique products or create dedicated sections such as beauty or stationery, thereby increasing customers' willingness to visit the store.

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