

# Seven-Eleven Japan's Business Model

Since its establishment in 1973, Seven-Eleven Japan (SEJ) has always closely tracked changes in society and consumer lifestyles and has taken steps to enhance its own operations to meet emerging trends. SEJ continues to implement reforms to support continued progress. This section explains the strengths of SEJ's business model.



## SEJ CORPORATE PHILOSOPHY

- Modernization and Revitalization of Existing Small and Medium-Sized Stores
- Co-existence and Co-prosperity

## Characteristics of Seven-Eleven Japan's Systems that support Basis of a Mutual Trust Relationship

### Gross Profit Splitting Method

A system in which gross profit of a store is split between the franchisee and head-quarter according to a pre-defined percentage.

### Open Account System

A settlement and financing system designed to enable franchisees to start their business even with a small amount of funds and to operate stably.

### Guaranteed Minimum Gross Income System

A system to guarantee franchisees a certain amount of franchisee's gross income.

## Overview of Gross Profit Splitting Method



Notes: 1. Gross profit is equal to net sales minus net cost of goods sold, which is calculated by subtracting costs of inventory loss, disposal of merchandise, and returns from gross cost of goods sold.

2. Franchisee's gross income is equal to income, which is the remaining balance after deducting the Seven-Eleven Japan charge from gross profit on sales.

# Seven Eleven Japan Case Study

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