Site Selection Analysis for 7-Eleven in Bangkok

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Introduction

Background, Problem Statement and Procedures

Industry Outlook 2024 - 2026 Convenient store

Bangkok's rapid urbanization, particularly along mass transit lines, has transformed consumer behavior and shopping preferences.

As residents increasingly prioritize convenience and shorter commute times, there has been significant migration toward central Bangkok's SkyTrain and subway corridors which caused the increasing number of condominiums around each station.

Industry Outlook 2024 - 2026 Convenient store

In response to Bangkok's ongoing urbanization, players in the modern trade industry, especially convenience stores, compete for market share within the segment.

However, competition has intensified with discount stores opening smaller branches similar to convenience stores.

Industry Outlook 2024 - 2026 Convenient store

Table 8: Major Convenience Store Outlets in Thailand

Retailers	2020	2021	2022	2023E
7-Eleven	12,432	13,134	13,838	14,545
Lotus' go fresh	1,670	2,197	2,153	2,050
Big C Mini	1,215	1,353	1,430	1,548
CJ More	576	746	863	1,000
Tops Daily	104	142	150	521*
Shell Select	126	172	170	208
Lawson 108	130	150	161	179
Baichak	21	21	20	20
MaxValu Tanjai	28	20	19	19
FamilyMart	1,008	928	448	na.
Total	**17,310**	**18,863**	**19,252**	**20,090**

Source: Euromonitor, company data, and compiled by Krungsri Research
Note: E = estimated
* Including FamilyMart stores which are gradually rebranded as 'Tops Daily'

Market Leader
7-Eleven 72 %

Lotus's go fresh 10%

Big C mini 7%

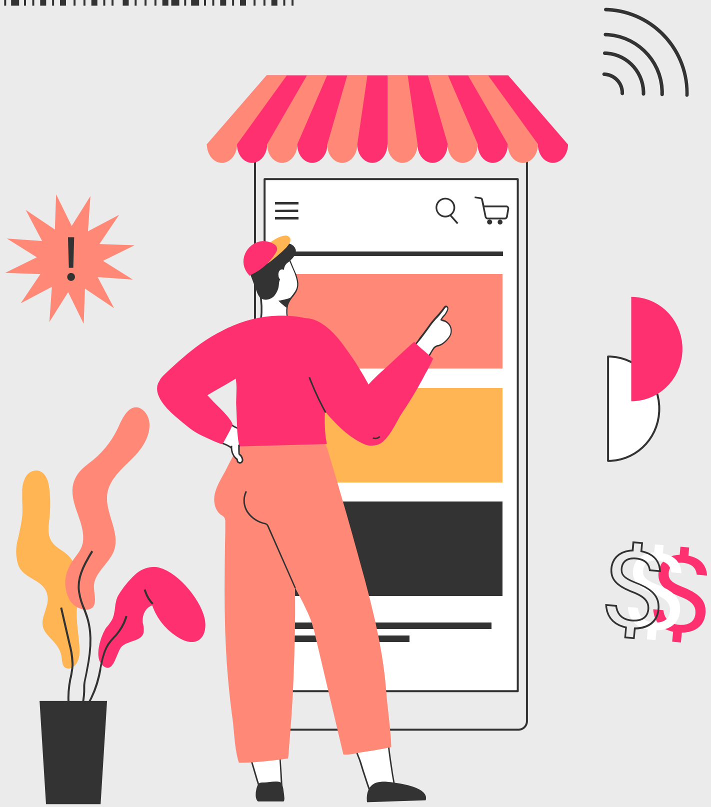
CJ MORE 5%

Problem Statement

How can 7-Eleven strategically expand its footprint to capture these underserved markets before competitors, while maintaining its competitive advantage in convenience retail?

Procedures

- Categorized Bangkok districts into zones based on land use criteria from the Department of City Planning and Urban Development of Bangkok Metropolitan.
- Mapped 7-Eleven branches and housing data, focusing on condominium properties in each Bangkok zone.
- Analyze the number of 7-Eleven branches near condominiums to identify underserved areas.



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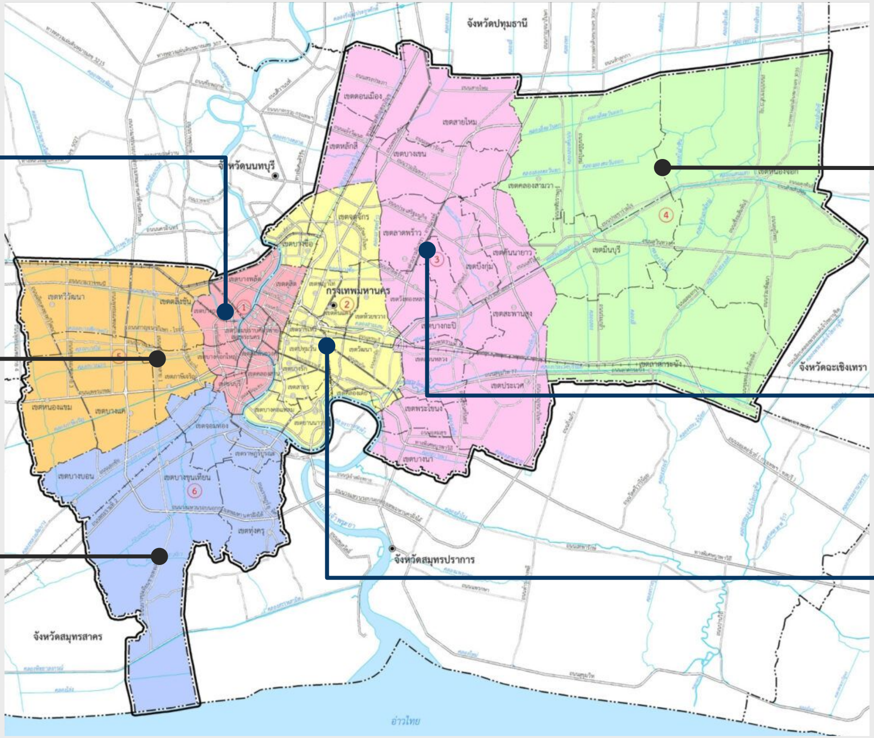
Data Description

Zoning of Bangkok by land use

1 Cultural Conservation & Tourism Zone

5 Upper West Rural and Agricultural Zone

6 Lower West Rural and Agricultural Zone



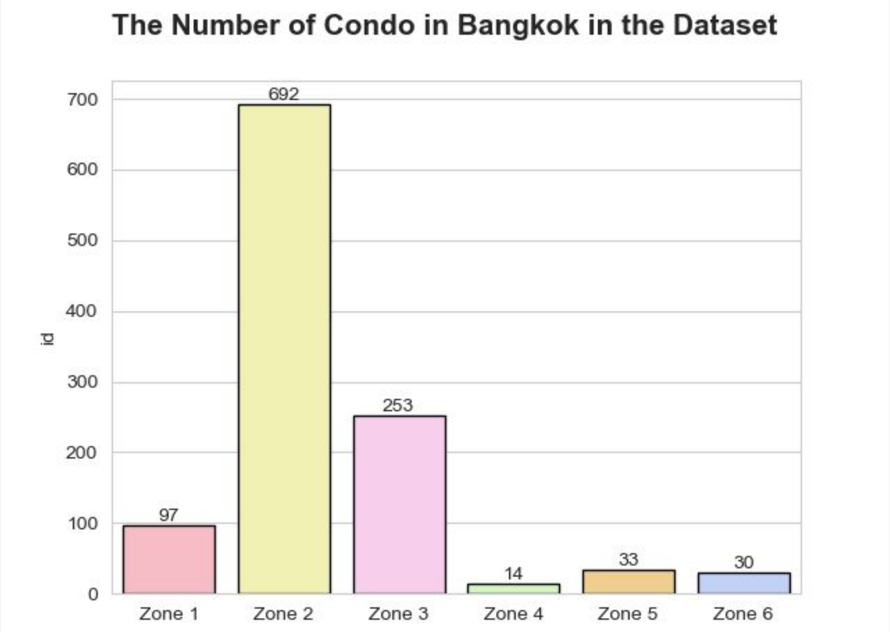
4 East Rural and Agricultural Zone

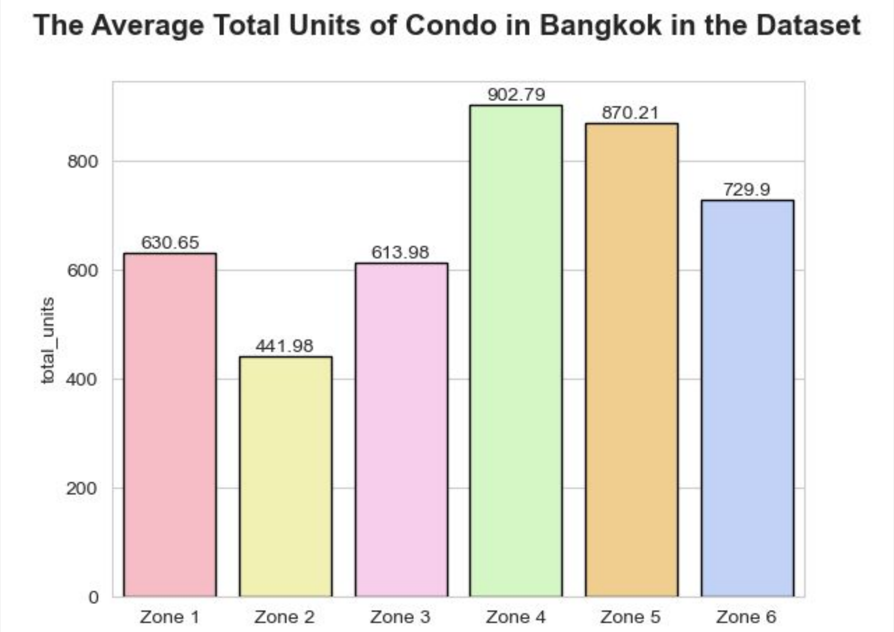
3 Residential Zone

2 Commercial Center Zone

Source : Department of City Planning and Urban Development

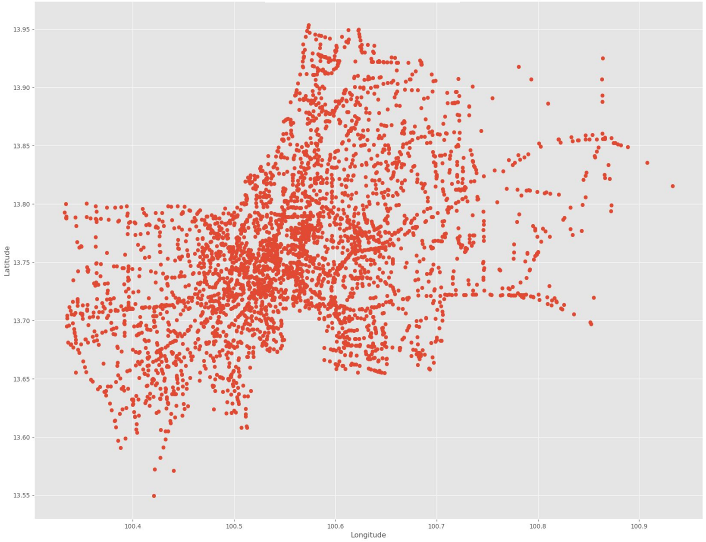
Condominium Data



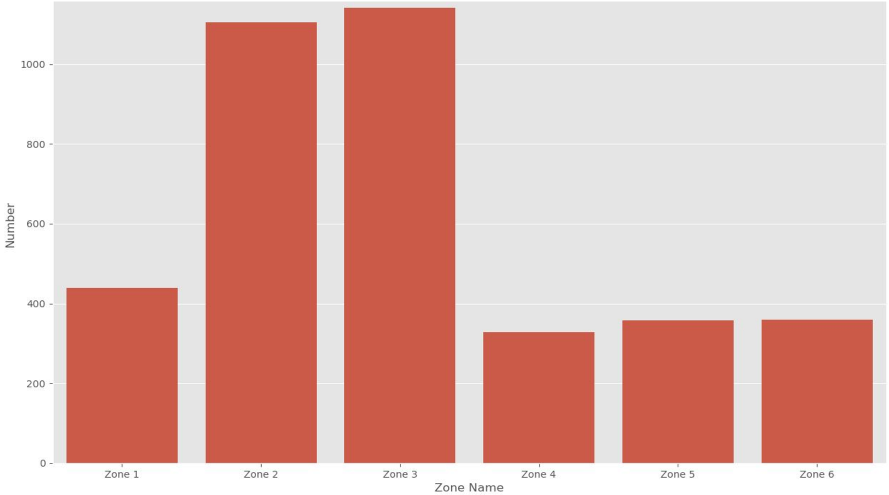


Stores : Overview

7-11 stores in Bangkok



Number of 7-11 stores in each Zone of Bangkok



03

Findings

7-ELEVEN Stores

Zone 1...6

- Plot location in BKK zone map
- Store / unit
- Store histogram

04

Conclusion

Summary of Findings
Limitation of research
Recommendation for further research

Conclusion

Limitations

- Other types of vertical residential buildings: Apartments, dormitories, boarding houses, etc.
- Lack of 7-Eleven branch size as a feature for identifying underserved areas.

Further research

- Collect data of other types of vertical residential buildings and size of each 7-Eleven branch.
- Expand the area of research to other parts of Thailand
- Collect location data of competitors in the market

Thank you for listening