Individual Writing Assignment #4
(Due Tuesday November 22nd, 2022)

Case Study 3: Seven-Eleven Japan Co.

Seven-Eleven, Inc, founded in 1927 in Dallas, Texas, is the world's largest convenience store chain operating, franchising and licensing more than 60,000 stores in 17 countries, of which nearly 10,500 are in North America. The company has more outlets than any other retailer or food service provider. Of these stores, approximately 20,000 were located in Japan and operated or franchised by Seven-Eleven Japan Co, Ltd (SEJ). This case describes Seven-Eleven Japan's logistics and information systems, and how they support its retail strategy. Seven-Eleven Japan tracks hourly sales trends for individual items and replenishes and changes its assortment of products throughout the day to match its offering with customer demands. The case also explores 7dream.com, an innovative electronic commerce initiative with the goal of integrating ''clicks'' and ''mortar'' by allowing customers to order from a large pool of products on the website of 7dream.com and pick up their orders at an SEJ store two or three days later.

Discussion Questions:

1) In your opinion, what are the key reasons for the success of this company?

2) What would be your advice to suppliers to companies like Seven-Eleven Japan?

3) How is Data Analytics helping Seven-Eleven? What are the limitations and challenges of its use? Evaluate it in the context of Demand Management, Procurement Management and Fulfillment Management. Which one is the most challenging? Why?

WRITTEN ANALYSIS DUE at the beginning of Session 9:

Please provide your answer to discussion question 3). **Limit your response to one page single spaced. Please bring a hard copy to class and submit an electronic version of your paper via Canvas.**