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7-Eleven Malaysia opens 1,600th store in the country

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KUALA LUMPUR: 7-Eleven Malaysia Holdings Bhd's subsidiary 7-Eleven Malaysia Sdn Bhd has launched its 1,600th store in Malaysia in Sri Hartamas.

This store showcases the new 7-Eleven convenience store format, which is being rolled out across Malaysia via a programme of store refurbishments and new stores.

7-Eleven Malaysia deputy CEO Gary Brown said the new format of its stores presents a different look and feel to other convenience stores in Malaysia with a strong emphasis on innovative fresh food and beverage.

The new concept for 7-Eleven convenience stores is to encourage customers to see 7-Eleven as a lifestyle concept, where they can enjoy the range of products on offer by spending time at the store, similar to a neighbourhood café.

"With our seating areas which provide free wifi internet and our serving of fresh food and beverage, we think our new stores will be a place for people to congregate and enjoy their time," he said.

7-Eleven Malaysia, which is the largest stand-alone convenience store-chain nationwide, plans to increase its number of new stores by 600 over the next three years from 2014 to 2016.

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