

eat-drink

7-Eleven ties up with Foodpanda to provide delivery services

FEBRUARY 06, 2014



A woman walks past a 7-Eleven convenience store in Beijing on January 3, 2012. — AFP pic

7-Eleven general manager Ronan Lee said the tie-up would see the company leveraging Foodpanda Malaysia's delivery experience and logistics as the largest food delivery platform in Malaysia.

"We are the first and only convenience store in Malaysia to provide delivery services to selected areas in collaboration with Foodpanda as an 'extra convenient' option for consumers," he said in a statement today.

For a start, items currently available for delivery include high demand snacks, beverages, confectionery and prepaid reload cards, and new items would be added in the near future, he said.

Foodpanda Malaysia managing director Claudio Abitante said the tie-up came about amid growing demand for convenience store items among customers.

"We currently see an increase in demand for convenience store items as we see customers requesting for snacks on top of food delivery orders," he said.

To celebrate the collaboration, he said any orders via Foodpanda for 7-Eleven offerings will have no delivery fee for 11 days beginning tomorrow.

"They will also be offering RM10 rebate vouchers with no minimum purchase condition for new Foodpanda customers.

"Just visit 7-Eleven and Foodpanda Malaysia's website and Facebook page for more details," he said.

He said Foodpanda's delivery service operates between 10am to 11pm daily and customers can order their convenience store items for delivery via Foodpanda.my website, Apple iOS and Android application, while payment can be made via credit card, PayPal or cash on delivery.

Foodpanda and its affiliated brand Hellofood is the fastest growing online food delivery marketplace worldwide currently operating in 10 continents.

The company recently raised an additional US\$20 million (RM66.28 million) in funding to continue its global expansion and roll out to 40 markets by the end of this quarter. — Bernama

KUALA LUMPUR, Feb 6 — Convenience store chain 7-Eleven Malaysia Sdn Bhd has tied up with online marketplace delivery provider Foodpanda Malaysia Sdn Bhd, to provide delivery service in the Klang Valley, Cyberjaya, Putrajaya, Johor Bahru and Penang.