

NEWS CLIPPING

Event	7-ELEVEN UNFAZED BY FAMILYMART'S ENTRY, SAYS MUCH TO LEARN FROM JAPANESE
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7-Eleven unfazed by FamilyMart's entry, says much to learn from Japanese

BY LIEW AN FENG

Convenience store operators are big business in Japan. Most are diversified enough because they deal with a wide range of products. They are well-stocked with fresh food and, more importantly, they are well-stocked with bright personnel and other competitively priced products.

It is no surprise, then, that when local giant 7-Eleven announced that it would be the first to bring the FamilyMart franchise to Malaysia, convenience store chains started to register their interest and concern about the entrance of the popular Japanese convenience store chain.

7-Eleven Malaysia Holdings Ltd, the country's largest convenience store chain operator, is now being under investigation and its CEO and executive director say they are confident that 7-Eleven will still be a major player in the convenience store market in Malaysia.

"We had a lot of 7-Eleven stores in the past but they were not really successful in the world. I am sure that both sides will see a lot of new things that they can learn from each other," says 7-Eleven Malaysia CEO, Brian Brown.

7-Eleven Malaysia is a 50:50 joint venture of 7-Eleven Inc, a US-based convenience store chain, and 7-Eleven Malaysia Holdings Ltd, a local company.



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Brown says too early to say if new chain will become a threat

BY LIEW AN FENG

7-Eleven Malaysia CEO Brian Brown says it is too early to say if the entry of FamilyMart into the convenience store market in Malaysia will become a threat to 7-Eleven.

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7-Eleven Malaysia's financial highlights

FINANCIAL YEAR ENDED 31	2015	2014	2013	2012	2011
Revenue (RM'000)	1,140	1,130	1,017	1,026	2,101
Net profit (RM'000)	201	202.5	211	247.5	543.5
Net profit (%)	17.6	18.0	20.7	24.2	25.9
Operating expenses	939	927.5	806	778.5	1,557.5
Finance costs	79.5	72.5	90.5	98.5	90

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Number	Year	Category	Destination	Price	Start Date	End Date
4208	7	May 21	Pacific Delights	London to San Francisco	Crystal Symphony	1 per 11/12, 1,895
4214	8	Jun 01	Members Delights	London to Cape Town	Crystal Symphony	1 per 7/12, 2,095
4219	11	Jun 21	Bahia Delights	London to Harbours	Crystal Symphony	1 per 11/12, 3,895
4218	8	Jun 26	Alaska Delights	Anchorage to Vancouver	Crystal Symphony	1 per 11/12, 3,025
4217	4	Jul 01	North Sea Delights	Hamburg to Amsterdam	Crystal Symphony	1 per 9/12, 1,905
4222	11	Aug 20	Sea of Maldives + Bali	Rome to Venice	Crystal Symphony	1 per 11/12, 5,005
4224	12	Sep 19	Mediteranean Delights	Rome to Rome	Crystal Symphony	1 per 11/12, 4,900