Retailing in Shanghai
Part II
- Convenience Stores
Convenience chain stores appeared in Shanghai in 1996
Convenience stores prices are 10-15% higher than those of supermarkets
Lianhua Quick, Alldays, Kedi are the top 3 in the convenience categories
1500 Alldays and Kedi, 500+ Buddies, 1200+ Lianhua Quick (among the 4298 in the City Proper)
There are 900+ convenience stores in BJ and 4000+ convenience stores in Shanghai (2009)
Convenience stores: pay utility bills; ATM; recharge transportation cards; credit cards payment—such kind of convenient service can be found in almost every convenience stores. Once one company launches a new service, other companies will quickly follow.

24-Hour may not work in BJ because of the cold weather.
Convenience Stores-Foreign

- **Family Mart (全家) / Japan & Taiwan**
  - 287 stores in Shanghai, 26 stores in Suzhou and 46 stores in Guangzhou (02/28/2010)
  - Ting Hsin Group
  - Great location
  - Provide high end and high-priced products, targeting at white collars
  - Latest fashionable products imported from Japan
Convenience Stores-Foreign

- **7-11**
  - Uni President Group (Taiwan)
  - Opened its first store in Shanghai in late 2008
  - Acquired Buddies and plan to transform all Buddies convenience stores into 7-11
  - Special feature: products from Taiwan
  - 400 stores in mainland and 9 stores in Shanghai (2009)
  - Major operation area: Guangzhou & Beijing
  - Stores are around offices
  - 2006: 150+ stores in Guangzhou (loss)
Convenience Stores - Foreign

- **C-Store （喜士多）/Taiwan**
  - Ruentex- RT-Mart
  - Started in 2001
  - Major operation area: Shanghai
  - 500 stores in mainland (2009)
友林门市
良好的商店形象
亲切的顾客服务
Convenience Stores-Joint Venture

- Lawson (罗森)/Sino-Japan
- Opened its first store in 1996-the first 24-hour convenience store in Shanghai
- Targeted customers are students and young professionals
- The first convenience store to provide film development service in 1997
- The first convenience store to sell tickets for entertainment activities in 1997
- The first convenience store to accept payments for utilities in 1999
- The first convenience store to provide photocopy service in 2000
- The first convenience store to provide ATM in 2002
- The first convenience store to provide automatic medicine distribution machines in 2002
• Lawson are located mainly at the campus villages and the others are located near the office buildings (200+ stores in SH)
• 299 stores in mainland (2009)
• Major operation area: Shanghai
• Some of the products are from Japan, like Family Mart
• Special features: lunch boxes, sushi boxes
• Lawson has a 50-60 employees team specializing in developing new instant food combination
• Accounts for 30%+ of total sales
• Green food on shelf
Convenience Stores - Domestic

- **Alldays （好德）**
  - 1500+ stores in Shanghai (including Kedi)
  - 2500 stores in mainland (including Kedi) (2009)
  - No.1 in Convenience Stores (2009)
  - Located at communities, campus and bus stations— not many stores near the office buildings
  - Provide purchase-in-advance service for home appliances and other medium-to-large sized products—customers can order from the catalogues which are updated each month (New Service) also in Kedi
  - Traditional food: soybean milk, buns, tea eggs—connection with SH agricultural department
  - [http://www.56.com/u98/v_MTY4OTc3NTk.html](http://www.56.com/u98/v_MTY4OTc3NTk.html)
• **Kedi** (可的)
  • Founded in 1996
  • Focus on campus and communities
  • Products are not high-end
  • Can be found in Shanghai, Jiangsu and Zhejiang, with the latter two areas occupying 50% of the total stores number
  • Failure in Guangzhou-entered in 2001, closed 22 in 2006 and transferred 8 to 7-11
  • Acquired from Bright Dairy & Food Co., Ltd.,
• **Buddies (良友)**
  - Started in 1998
  - 500+ convenience stores in Shanghai
  - Began to make profits in 2007
  - Focus on SH, Wuxi and Suzhou
  - Acquired by 7-11
JoyMax (捷强)

JoyMax Chains (supermarkets) 1996---Joymax (Tabacco and Wine)-2007

Products varies in the following three areas:

• High-end Business District
• High-end Communities
• Middle-income communities
• 100+ stores in SH
捷强
Joymax
• Guangming Convenience Stores (光明便利)
• 300+ stores in SH
• 96858
Thank you!