



Innovative. Empowering. Limitless.

Welcome to 7-Eleven Franchising.



At 7-Eleven, we're transforming convenience in three ways.

1

WE RAISE THE BAR

2

WE PUSH THE LIMITS

3

WE OWN THE FUTURE



1 WE RAISE THE BAR

We're creating a new standard for customer experience.
We do this by staying true to five fundamentals:



ASSORTMENT

We offer an ever-expanding assortment of foods and services that is constantly growing with the needs of our customers.



QUALITY

We provide quality food, products and services that always leave our customers satisfied and coming back for more.



CLEANLINESS

We ensure our Franchisees always have products like hand sanitizer, hand soap, sink sanitizer, gloves and disinfectant to create a safer environment.



VALUE

We are always looking for new ways to add value and convenience to the lives of our customers and our Franchisees.



SERVICE

Customer service is at the heart of everything we do and has been since the beginning.

2 WE PUSH THE LIMITS

There's no stopping the hustle. We keep growing because there is strength in numbers. 7-Eleven is consistently ranked as a top-10 franchisor and has over 71,000 stores in 17 countries.



Why we continue to stay on top:

PROVEN BUSINESS MODEL

7-Eleven leases you the store, land and equipment while providing ongoing training and support.

FASTER STARTUP

Franchising with 7-Eleven means faster startup times, with first-class training and ongoing support.

BOOMING INDUSTRY

With incoming revenue 24/7, 365 days a year, the convenience store industry brings in over \$600 billion in sales annually.



3 WE OWN THE FUTURE

We don't just look into the future – we create it. In addition to our product and brand development efforts, we've invested millions in cutting-edge technology. Our latest focus? Creating state-of-the-art mobile apps for your customers.

7MD

A mobile, handheld terminal that makes ordering, inventory control and POS line-busting faster and safer than ever.

7NOW

A delivery app allowing customers to have their favorites delivered in just 30 minutes.

7REWARDS

A rewards program that provides exclusive discounts and the ability to skip the lines with mobile checkout.





There are three ways to franchise.



Single-Store
Franchise Model



Multi-Store
Franchise Model



Business
Conversion Program



SINGLE-STORE FRANCHISE MODEL

Our traditional model is perfect for entrepreneurs interested in becoming business owners. It allows Franchisees to open one store and learn the ropes. The sky is the limit to your growth potential!



WHAT YOU'LL NEED:

- U.S. citizenship (or permanent residency)
- and be at least 21 years old.
- A college degree or equivalent work experience.
- Pass a comprehensive background check.
- No business interests that, in the opinion of 7-Eleven, might jeopardize your opportunity to successfully implement the 7-Eleven business concept.
- Excellent credit.



MULTI-STORE FRANCHISE MODEL

If you're interested in franchising multiple stores, you'll also need 5-10 years of multi-unit management experience, preferably in the convenience, retail or restaurant industries.

WHAT YOU'LL NEED:

- You must meet all single-store basic requirements.
- You must also identify a designee for every store of interest who will attend and successfully complete the training program along with you.
- You should have a background that supports managing a 7-Eleven store (retail and management experience).



BUSINESS CONVERSION PROGRAM

If you independently operate an existing property such as a convenience store, gas station, small grocery store or other retail business, you can convert and operate your business as a 7-Eleven – with or without fuel.

WHAT YOU'LL NEED:

- U.S. citizenship (or permanent residency) and be at least 21 years old.
- Pass a comprehensive background check
- Completed online application (www.franchise.7-Eleven.com)
- Credit score of 650+
- Completed assessment
- Completed College of Operational Leadership training
- Tax Returns - Past two years
- Bank statements - Past six months
- Liquidity - Minimum of \$350K. Must be able to buy the franchise, including any ground-up or remodel expenses required.





SITE-SPECIFIC (FOR EACH SITE)

- Proof of property ownership (lease/deed landlord estoppel)
- Copies of permits and licenses (beer/wine, liquor, tobacco, lottery)
- If gas site – Certificates of compliance and financial responsibility

IF EXISTING BUSINESS

- Business tax returns
- Sales and use tax filings with proof of payment – Past four quarters
- Existing business audited financial statements from past two years
- Company bank statements from past six months

TYPES OF STORES AVAILABLE



Scan to view available stores



Under Construction (UC)

are stores that are in the process of being built or remodeled.



Corporate Stores (CS)

are corporate-owned but are available to be franchised.



New Stores Opened (NSO)

are stores that have been open less than one year. After one year, they become Corporate Stores.



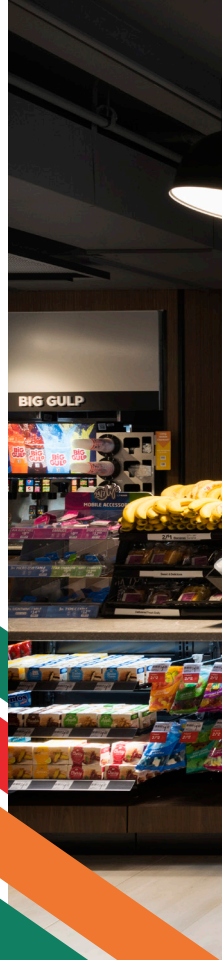
Goodwill (GW) Stores are owned by Franchisees who are interested in selling to other qualified Franchisees.

Financials for Franchisees: Know your numbers

YOUR UPFRONT INVESTMENT

Average costs vary depending on stores and locations, but generally include:

- Initial franchise fee
- Training expenses
- Down payment on the store's opening inventory
- Supplies
- Business licenses
- Permits
- Bonds
- Cash register fund
- Grand Opening fee
- Insurance costs





NOW



7-ELEVEN IS RESPONSIBLE FOR:

- Real property & building rent or acquisition cost
- Certain equipment purchases or rent
- Real property taxes
- Some utilities (electric/gas/water/sewer)
- Certain building maintenance
- Certain equipment replacement costs
- 7-Eleven advertising
- Initial training material on store operations
- Bookkeeping and back-office support
- Certain inventory audits
- Product development and merchandising assistance
- Ongoing business advisory assistance



YOU ARE RESPONSIBLE FOR:

- Payroll, payroll processing expenses and payroll taxes for your employees
- Workers' compensation and any employee benefits you choose to offer for your employees
- Business taxes and licenses
- Indemnification and insurance
- Cash and inventory shortage
- Store supplies and miscellaneous store expenses
- Equipment maintenance and overall general repairs
- Outside property maintenance and landscaping
- Telephone (store line only)
- Janitorial services
- Uniforms
- Security expenses
- National advertising fee and local store advertising expenses
- Interest expenses
- Other operating expenses and all taxes other than real property taxes





Gross Profit Split

Monthly Merchandise Sales
– Cost of Goods

Total Gross Profit

Franchise Share of
Merchandise Gross Profit
After 7-Eleven Charge

– Expenses

= Franchise Net Income

7-Eleven Share
of Merchandise
Gross Profit

– Support Expenses

= 7-Eleven Net Income

Reinvest in
Business
System

FINANCING OPTIONS FOR YOUR SUCCESS



INTERNAL FINANCING

Up to 65% financing on your initial franchise fee is provided – if you qualify. 7-Eleven also provides financing for inventory purchases and operating expenses.

MILITARY DISCOUNTS

To make franchising accessible, 7-Eleven offers special military incentives and programs for all qualified U.S. veterans interested in business ownership.

- Up to 20% off the initial franchise fee (savings up to a maximum of \$50,000)
- Up to 65% financing through 7-Eleven

YOUR JOURNEY TO GREATNESS

1

REVIEW YOUR QUALIFICATIONS

To franchise with 7-Eleven, you must:

- Have U.S. citizenship (or permanent residency) and be at least 21 years old
- Have a strong credit history
- Review previous work experience and identify potential conflicts of interest

2

APPLY

If everything looks good, an account executive will invite you to talk business.

3

MEET YOUR FRANCHISE ACCOUNT SPECIALIST

We'll review your assessment and have an interview.

4

PICK YOUR STORES

This is an important step! The neighborhoods you select will be the communities you take care of.

5

WE MAKE YOU AN OFFER

If you accept, the agreement is signed, and you are off to the next step.

7

CELEBRATE WITH YOUR COMMUNITY!

From the time you fill out your Franchisee application to the date of your big Grand Opening, you'll be surprised how fast you can open your store.

6

TRAINING BEGINS

Attend our world-class LAUNCH training.







READY TO UNLOCK YOUR POTENTIAL?

For more information, visit us at **Franchise.7-Eleven.com** and start your application process today.

Participate in a 7-Eleven Franchising webinar available at scheduled times throughout the week.

Attend a Franchising seminar in person. It's a great way to get your questions answered by a Franchise Sales Representative.



FRANCHISING



7-Eleven Franchising



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