Abstract
This study aimed to explore the key strategy of being the head of retail industry and focused on 7-Eleven in Taiwan besides introduced the history of convenience store. This study is qualitative research and the research method of this study was adopted by interviewing the store managers from 7-Eleven. The method of grounded theory was adopted with three cases conducted mainly by semi-structured interviews. There are other methods used to collect secondary data such as filed observation and collecting archival materials. The model of 7-Eleven’s competitive advantage is contributed from two dimensions: service and marketing. The conclusion of this study has pointed service and marketing are two key factors that 7-Eleven could be a head of retail industry, however, there are still some limitations of this study and the limitations could be the elements of future research.