

Abstract

In recent years, eBusiness has grown enormously due to the popularity of the Internet. This change in consumers' buying habits has a direct impact on the management of retail businesses, including convenience stores. The density of these stores in Taiwan ranks among the highest in the world, and their numbers are rapidly increasing.

In the future, with limited available space, how shall we use the virtual business operation model to expand the scope of the management and service using benefits of convenience stores, such as multiple locations, wide distribution and 24/7 availability?

In this research, we discuss methods to provide better service to consumers, by using the virtual business operation flowchart along with services provided by convenience stores, such as bill payment, eBusiness, pre-sale and logistics services.

Key words:

convenience store, virtual business operation, bill payment, eBusiness, pre-sale

