

NACS ideas 2 Go - Seoul



Store Tour schedule

Tue



09:15 – 09:30

Store Tour Briefing

09:30 – 12:00

Ideas 2 Go – Seoul - Bus Store Tour

12:00 – 13:00

Lunch

13:00 – 14:00

Store Tour Debrief

Wed



08:30 – 09:00

Store Tour Briefing

09:00 – 12:00

Ideas 2 Go – Seoul - Metro Tour

12:00 – 13:00

Lunch

13:00 – 14:00

Store Tour Debrief

Thu



12:30 – 13:00

Store Tour Briefing

13:00 – 13:30

Lunch

13:30 – 17:00

Ideas 2 Go – Seoul - Walking Store Tour

All you need to know...

All you need to know!

- We have 3 groups
- = 3 buses
- You have a different group for Tue & Wed

What to do NOW?

- Your ticket has your group colour
- Find the group
- Prepare to meet outside the hotel

What to do once downstairs?

- Board your bus based on your group
- ALL buses leave on time!
- Follow your teamleader

What to do on the tour?

- Follow your team leader's instructions
- Leave the bus carefully but promptly
- Explore the store and the outside
- Be a customer! Be friendly. Buy something.
- Be back on the bus when instructed!
 - *Groups WILL leave without you!*

What if the group left without me?

- It means you were late... ;-)
- Uber to the next stop or back to the hotel

The Tour Book

NACS | Convenience Summit Asia
05-07 March, 2024
Seoul, South Korea

store tours sponsored by
THE Coca-Cola COMPANY

NACS | Ideas 2 Go.

NACS | Ideas 2 Go.

From customer experiences to innovative foodservice concepts, retailers today are operating the convenience store of tomorrow.

The NACS Ideas 2 Go program showcases retailers from around the world that are ahead of ever-changing consumer preferences and the retail landscape.

View the latest NACS Ideas 2 Go videos: convenience.org/ideas2go. Also, read the monthly NACS Magazine for articles that retailers who are putting their best ideas.

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NACS | Ideas 2 Go. store tours sponsored by **THE Coca-Cola COMPANY**

South Korea

Located at the center of Northeast Asia, the Korean Peninsula neighbors China, Russia, and the United States. South Korea is the Republic of Korea, established by the terms of the 1948 Korean War that ended fighting in the Korean War.

The population of South Korea is highly homogeneous, with the entire population being ethnically Korean. The United States (including members of the military) has the largest foreign population, although it is still small fractions. Many foreign nationals are in the diplomatic corps, and tens of thousands of students study in South Korea.

South Korea has one of the strongest economies in the world. Most of its wealth comes from manufacturing such as banking. It exports ships, cars, computers, and electronic items.

South Korea Store Tours
Ideas 2 Go

emart24

Emart 24

Emart24 is part of Emart Inc., the largest retailer in South Korea. With 178 stores across the country, Emart was founded in 1993. Emart is a discount store chain, with a total sales volume exceeding 10 trillion KRW. With new store openings and the acquisition of Hana, it is the fastest-growing convenience store chain in Korea as of 2020.

Emart24 differentiates itself through its philosophy: "A close neighbour is better than a distant relative" —Korean proverb.

The '24' in the brand's name is a play on words, pronounced which roughly translates to "neighborhood." The store is to be the neighborhood meeting and hangout spot—community, fresh food, coffee and snacks, and Korean fans.

Emart24's call to action: "Bring your neighbors, and change their lives."

Emart is part of the Shinsegae Group, a South Korean retail giant along with several other businesses. Haejuquarter is an affiliate of Shinsegae Group. South Korea's leader of the big three department store firms in Korea, also Department Store.

South Korea Store Tours
Ideas 2 Go

GS25

GS25

GS25 is a South Korean chain of convenience stores operated and owned by GS Retail, a subsidiary company of the GS Group. As of June 9, 2020, GS25 operates 13,899 stores.

GS25 is known for having hundreds of locations all over South Korea. It is also known for their large variety of drinks such as different flavored milks and iced beverages. Stores also carry a variety of Korean snacks as well as ramen, fish cakes, and kimbabas.

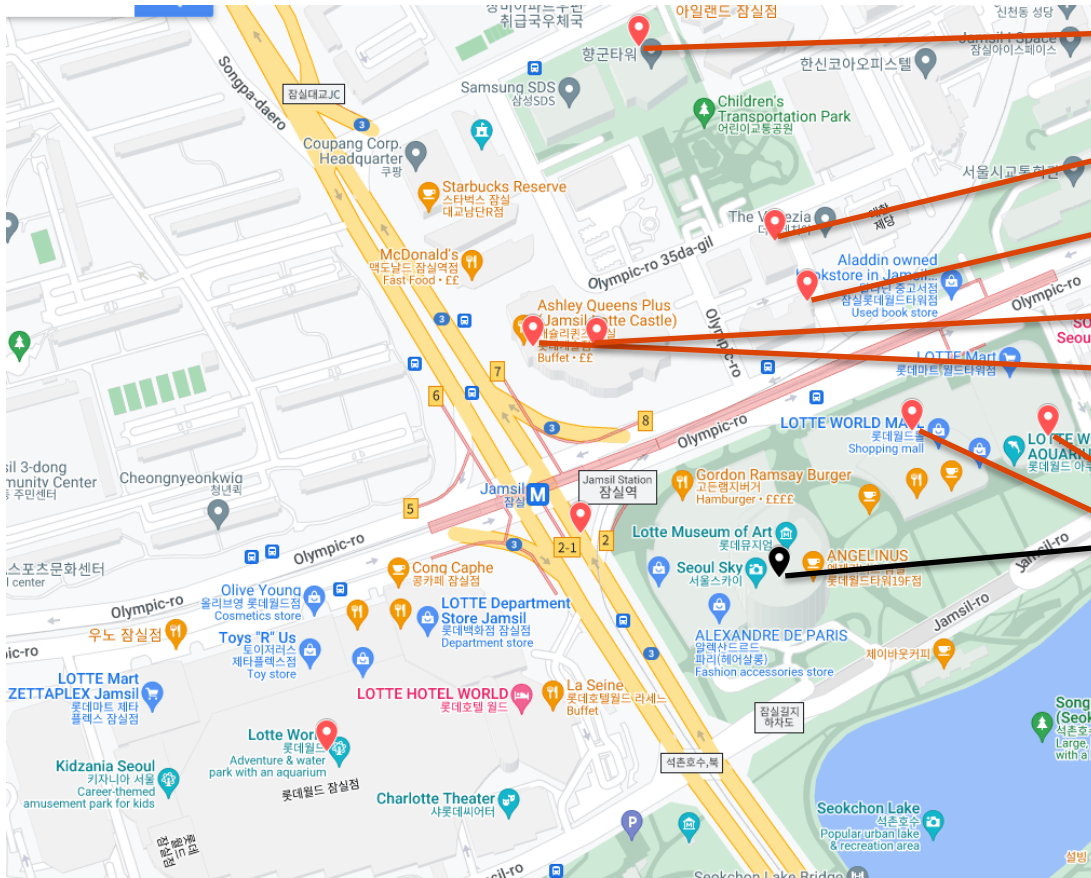
GS25, then known as LG25, opened their first store in Dongdaemungu, Seoul in 1990. However, in 2005, GS Group split from the LG Corporation, the name of LG25 was correspondingly changed to GS25. In March 2019, GS25 changed their brand identity for the first time since changing their name to GS25. With the new identity, a new slogan of "Lifestyle Platform" began to be applied to all new store openings.

GS Group is one of the largest South Korean conglomerates. GS comprises GS Holdings, subsidiaries and affiliates including GS Catech, GS Retail, GS Shop, GS EPC, GS Global, GS Sports and GS E&C among others. The asset size is 65.4 trillion KRW at the end of 2019, placing GS as the 8th largest chaebol in Korea excluding the public business companies.

GS Holdings was incorporated in July 2004 and officially split from LG Group in January 2005, with the Koo family gaining full control over LG Group and the Huh family covering GS Holdings.

Convenience stores and other retail companies which formerly operated under the LG logo were rebranded as "GS," which like "LG," comes from the old name, "Lucky-Goldstar".

Thursday Walking Tour



GS25

Unmanned

CU

One of many CU

emart24

Best emart in this area

LOTTE Mart

Supermarket

7-Eleven

7-11 Challenge store

SIGNIEL

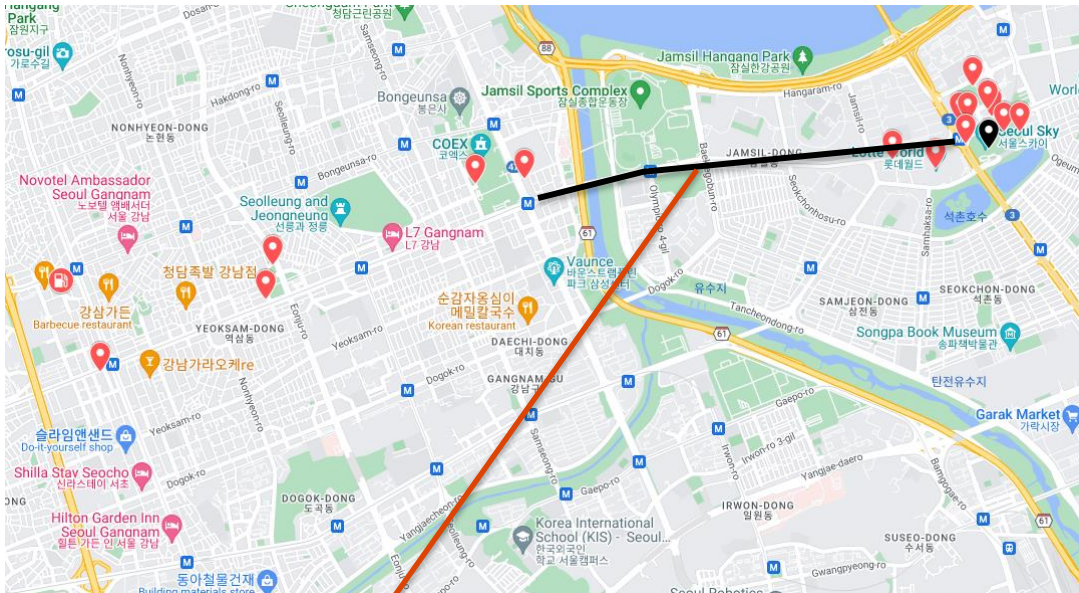
Starting Point: Hotel. Lift down to Mall, then through Mall and out to the street

7-Eleven

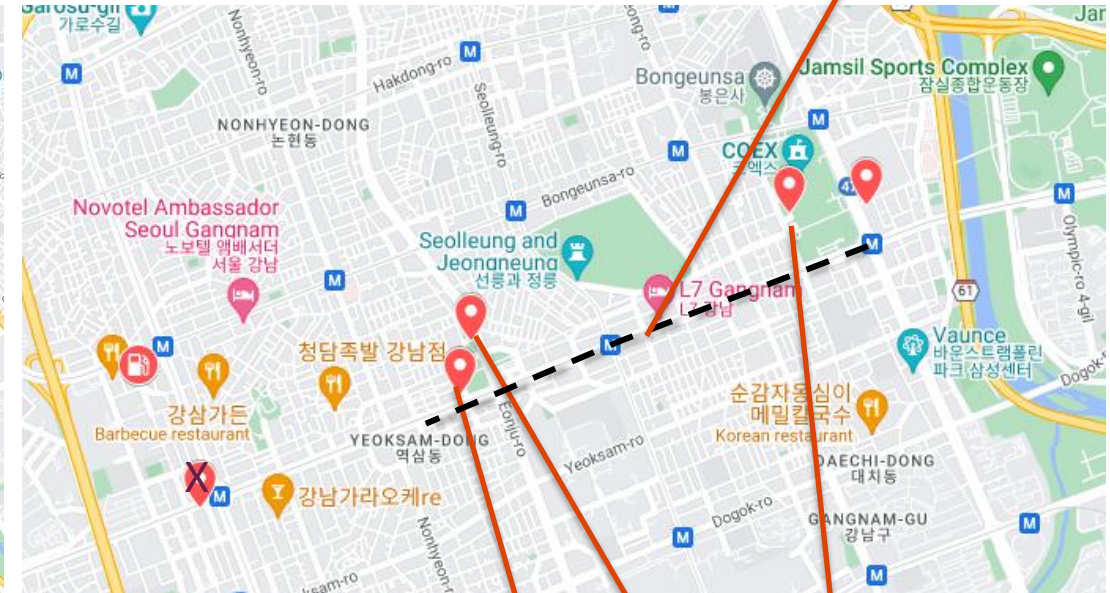
There are multiple inside / underground 7-11 in the Lotte World Mall that can be used as potential stops to keep the walking groups separated


Wednesday Metro / Walking Tour

Plenty of food and coffee concepts on the way
--- walking or Metro

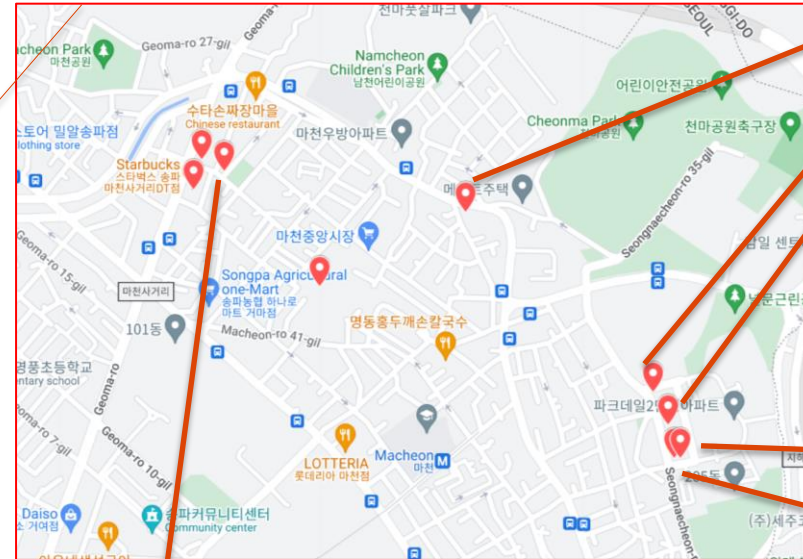
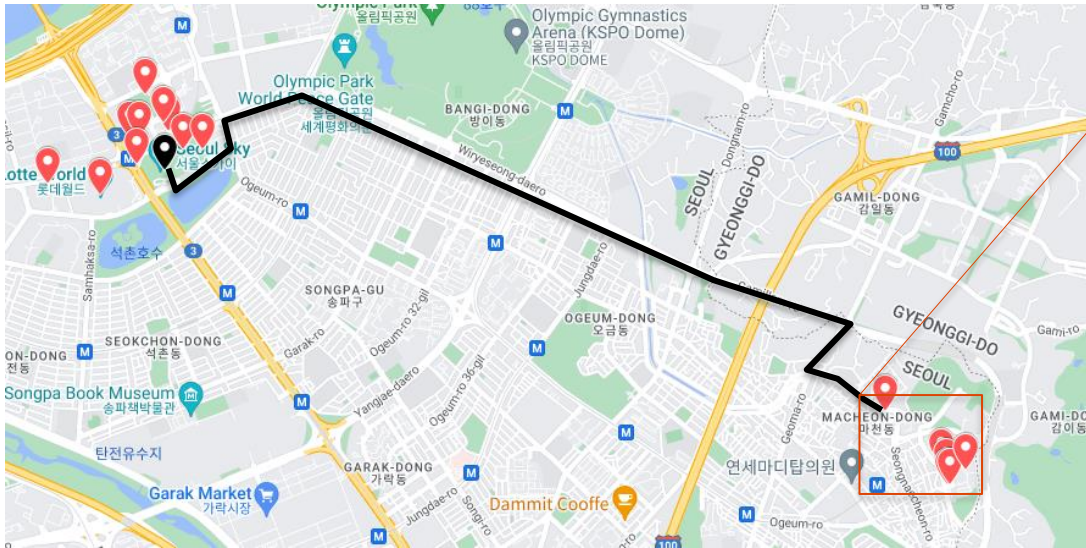


2 Metro Stops Hotel to Gangnam



- GS25 DX Lab **GS25**
- 7-Eleven with wine shop upstairs 
- Unmanned store in COEX shopping mall **emart24**

Tuesday Bus / Walking Tour



emart24



Harmony Mart local Supermarket

Unmanned low-tech store



CU & Bank Cooperation

GS25

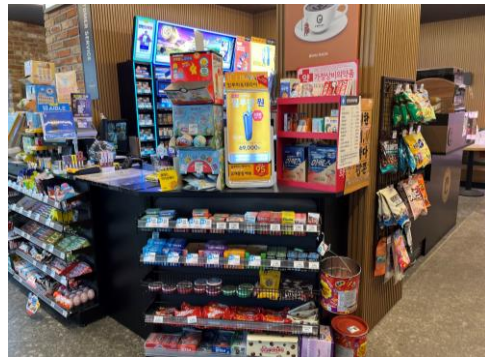
Tuesday: GS 25



For more information, ask your NACS representative to connect you with the experts on this concept

To be seen at the 2024 NACS | Convenience Summit Asia

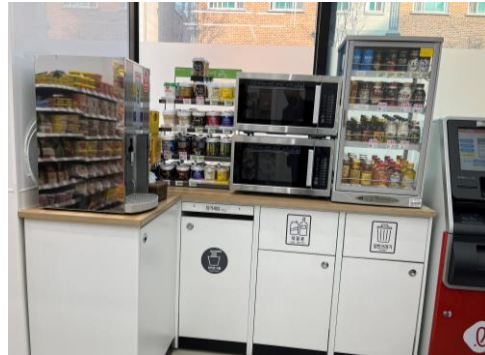
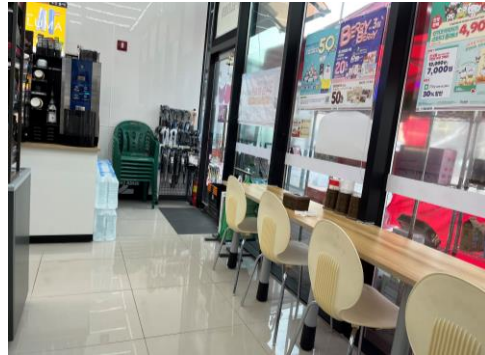
Tuesday: Emart 24



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To be seen at the 2024
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Tuesday: 7 Eleven



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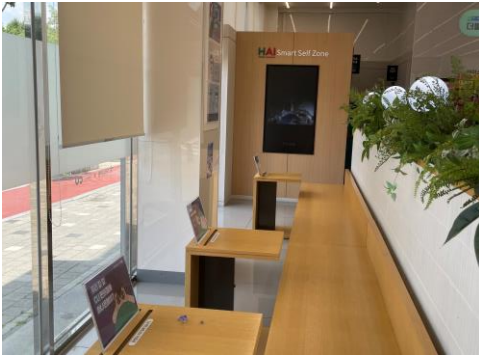
Tuesday: Harmony Grocery



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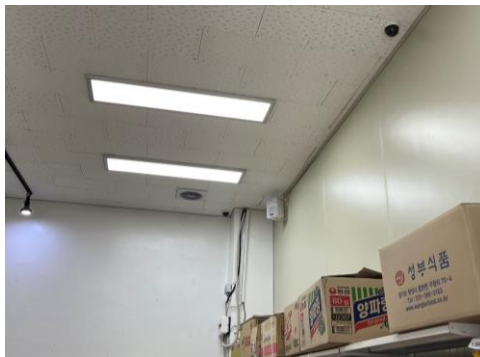
Tuesday: CU & Bank



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To be seen at the 2024
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Tuesday: unmanned, old fashioned



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