

## 2. Period of the Complex, 1969 - 1985

In this period retail food moved out of the department stores, and into most of the large shopping complexes where customers can enjoy purchasing varieties of foods and at the same time enjoy their time at theatres, amusement parks or do other shopping.

## 3. Period of Stand-alone Stores, 1985 - 1989

This period is when grocery stores as we know them in Canada, were established. This development was caused to a considerable extent by the ever increasing number of expatriates living in Bangkok.

## 4. Period of the Convenience Store, 1988 - Present

Convenience marts are new to Thailand, but have proven to be immensely popular. Similar in function and offerings to Canadian convenience stores, Thai convenience stores (ie 7-11) now make up a considerable proportion of the retail distribution network.

Operator	Brand	Target
CP	7-ELEVEN	1000 stores by 1997
ROBINSON	FAMILY MART	500 stores by 1997
CENTRAL	CENTRAL MINI	50 stores by 1994

7-ELEVEN opened the first convenience store in Thailand in 1988 at Patpong Road. There are now over 220 stores with total sales volume of 2,400 million baht (C\$126.3m) in 1993, with a projected sales figure of 4,000 million baht for 1994 (C\$210.5 m).

## 5. Period of the Superstores, 1989 - Present

Similar to Cost-Co or Price-Club, Thailand also has its share of superstores. This concept will be explored in greater detail below, as this concept is in the process of radically changing the way Thais shop for food.

### List of Superstores in Thailand:

Name	Operator	Commence	Target
Siam Macro	CP	Aug. 1989	
Big C	Central	Dec. 1993	6 stores in 1995
Save One	Robinson	Dec. 1993	2 stores in 1994
Lotus	CP	Mid 1994	2 stores in 1994

Please see section for more details on Superstores.