



اُنِيُوْزِ سَيِّتِيْ تِيْكَوْ لُوْ كِيْ مَارَا
UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT (MGT666)

AEON CO. (M) BHD

NAME: MURSYID BIN ZAIDI

STUDENT ID: 2022988169

INTERNSHIP DURATION: 1 MARCH – 9 AUGUST 2024

EXECUTIVE SUMMARY

As the author of this Industrial Training Report, I, Mursyid Bin Zaidi, have documented my internship experience at AEON CO. (M) BHD, a prominent Malaysian retailer renowned for its focus on sustainability and customer-centric strategies. My role in Visual Merchandising allowed me to contribute to the creation of engaging displays and explore innovative retail spaces, both physical and digital. A SWOT analysis of AEON reveals its robust network and industry diversification as key strengths, while also identifying areas for improvement, such as updating its infrastructure. The PESTEL analysis underscores the importance of adapting to external factors, including technological advancements and environmental sustainability. My recommendations for AEON include revitalizing store environments, attracting a youthful workforce, and staying attuned to market dynamics. This internship has been instrumental in translating my academic learning into practical business acumen, preparing me for future endeavors in the business industry.

TABLE OF CONTENT

1.0 STUDENT'S PROFILE	4
1.1 Resume	1
2.0 COMPANY'S PROFILE.....	2
2.1 Company's Background	2
2.2 VISION AND MISSION.....	3
2.3 Product and Service.....	4
3.0 TRAINING'S REFLECTION.....	8
4.0 Swot Analysis.....	10
5.0 PESTEL ANALYSIS.....	14
6.0 RECOMMENDATION AND DISCUSSION.....	17
7.0 CONCLUSION	19
8.0 REFERENCES	20
9.0 APPENDICES	23

2.0 COMPANY'S PROFILE

2.1 Company's Background

AEON CO. BHD, or AEON Malaysia, is a well-known retail chain in Malaysia, initially established as a division of the Japanese multinational retail conglomerate AEON Group. Since its establishment on September 15, 1984, AEON Malaysia has grown into a major player in the nation's retail industry, operating a wide array of supermarkets, general merchandise stores, and shopping centers (Wong, 2023).

The strategy of the company is targeted at the proposal of a wide-spreading spectrum of goods including food and other groceries, apparel, home goods, electronics, etc. which is due to numerous needs of Malaysian customers. The development of AEON Malaysia's brand and customers' loyalty is aimed at results of the organization's immovable emphasis on the delivery of alternative high-quality products and reinforcements (Aeon_Admin, 2024).

In this regard, it is also essential to note that AEON Malaysia is actively involved in a variety of programs aimed at community development, environmental conservation, and moral business conduct. Among the company's key strategic pillars are sustainability and corporate social responsibility. Unique retail formats include AEON General Merchandise Stores, AEON Supermarkets, and AEON Malls; each format is designed: "to be the best in town meeting different specific customer needs and interest". At present, the company's flagship AEON Malls are all-inclusive destinations for lifestyle shopping that host a variety of dining and entertainment facilities alongside the retail shops (*Aeon Co to Reduce Capex and Focus on Business Transformation*, n.d.).

AEON Malaysia may be considered a successful company since it is continuing to grow, expanding strategically, implementing interesting marketing ploys, and always focusing on customer satisfaction. The organization uses remarkable reports, and the financial report is also good, with continual growth over the years and reliability in operations (NST Business, 2023).

AEON Malaysia successfully applies the possibilities of the digital world, increasing the level of efficiency and acquiring strong positions in the field of e-commerce.

2.2 VISION AND MISSION

2.2.1 Vision

To create smiles and connect hearts.

AEON's vision is to establish a solid competitive position and achieve continuous growth. Two key components underlying this strategy are:

1. Accelerating shopping center development
2. Aggressive pursuit of GMS stores

2.2.2 Mission

To excite customers' experience that brings joy and happiness.

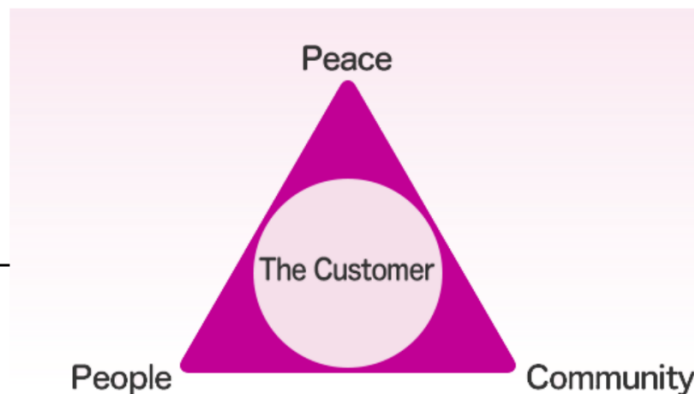
Regardless of how times may have changed, AEON's mission is to serve the 'Customer first'. AEON corporations are always mindful of the three keywords which make up essence and character of the retail industry and must be considered in any development which is peace, people and community

Vision

To create smiles and connect hearts.

Mission

To excite customers' experience that brings joy and happiness.



AEON

SUSTAINABLE DEVELOPMENT GOALS

AEON

AEON BIG

AEON MaxValu

Wellness

AEON MALL

myAEON 2go

DAISO

With All Our Hearts
Sustainable AEON Foundation