

AEON



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UNIVERSITI
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INDUSTRIAL TRAINNING REPORT (HRM666)

AEON CO. (M) BHD

PREPARED BY

NAME: NUR AINA SAFWANA BINTI SUHIBBUL FATA

STUDENT ID: 2022745561

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FOR

**ADVISOR: MADAM NOR KHAIRUNNISA
MAT YUNUS**

EXAMINER: DR. NORULHUDA TAJUDDIN

EXECUTIVE SUMMARY

This report provides an in-depth analysis of AEON CO. (M) BHD, Malaysia's leading retail chain, focuses on its strategic position, milestones, strengths, weaknesses, opportunities and threats. As the country's retail landscape evolves, AEON has demonstrated resilience and growth, expanded its network and diversified its market presence across retail, leasing and financial services. Despite challenges such as outdated infrastructure and competition, AEON's commitment to sustainability, corporate social responsibility and customer satisfaction has strengthened its brand loyalty. The company's strategic initiatives, including digital transformation and market adaptation, position it for continued success even in a dynamic retail environment. The report offers recommendations for infrastructure improvements, workforce diversification and market research to further strengthen AEON's market position and operational efficiency.

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3. COMPANY'S PROFILE

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.

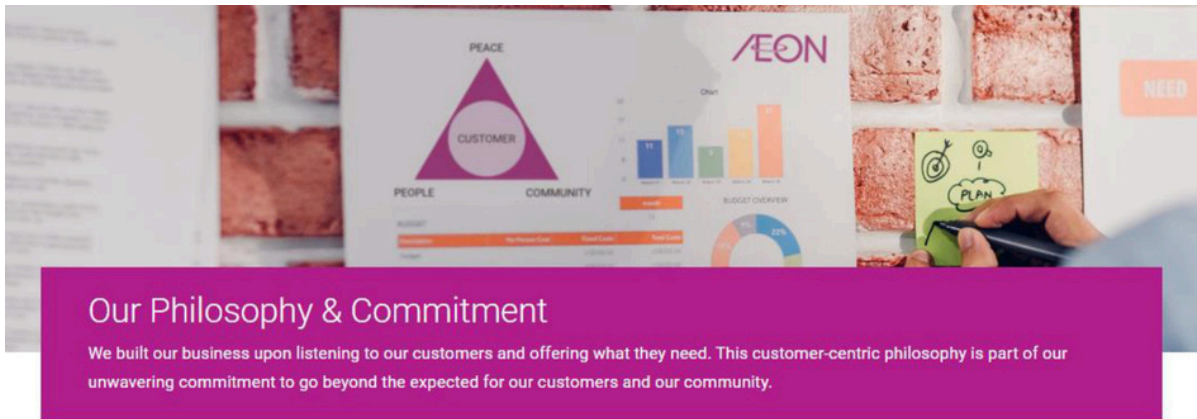
The strategy of the company is targeted at the proposal of a wide-spreading spectrum of goods including food and other groceries, apparel, home goods, electronics, etc. which is due to numerous needs of Malaysian customers. The development of AEON Malaysia's brand and customers' loyalty is aimed at results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

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 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.

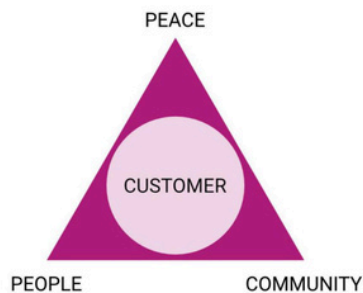
AEON Malaysia successfully applies the possibilities of the digital world, increasing the level of efficiency and acquiring strong positions in the field of e-commerce.

4. VISION AND MISSION, OBJECTIVE AND GOALS.



Our Philosophy & Commitment

We built our business upon listening to our customers and offering what they need. This customer-centric philosophy is part of our unwavering commitment to go beyond the expected for our customers and our community.



Our Principle

Our Principle regardless of how times may have changed, is to serve the 'Customer First'. We are always mindful of the three keywords which make up the essence and character of the retail industry and must be considered in any development: 'peace', 'people' and 'community'. Ours is a person-to-person business and our existence is deeply intertwined with the people of the regions and societies in which we serve. These precepts remain the same wherever we do business, where we act as a contributing member of the local community.

Our Strategy

Our Strategy is to establish a solid competitive position and achieve continuous growth. Two key components underlying this strategy are:

- **Accelerating Shopping Center Development**

We are channeling our resources towards developing attractive, integrated commercial facilities which our customers can fully enjoy, such as regional shopping center and neighbourhood shopping center. This segment also involves leasing shopping space and facilities to tenants.

- **Aggressive Pursuit of GMS Stores**

Our General Merchandise Stores (GMS), which combine supermarkets and departmental stores under one roof, operate as full-line retailers. Products offered range from food and other daily necessities, apparel and household goods (including bedding and bathroom products) to specialised products such as home appliances, sporting goods and cosmetics.

Our Goal

Our Goal is to operate as an "international-scale retailing group", recognised for excellence not only in Japan, but also in other nations. The international recognition we are working to achieve is not one which can be measured merely in quantifiable terms of size, growth and profitability. We hope to be competitive at the global level in intangible aspects such as customer satisfaction and corporate citizenship. We are dedicated to the idea of "quality management" to further enhance our capabilities.