

AEON JUSCO – Contributions towards Society and Environment

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ABSTRACT

This article gives information about AEON CO. (M) BHD. profile which includes the company's history, current operations and core principles. The objective of this research is to gain information about AEON Jusco social contributions towards the society and environment. In this article, we will know more about what AEON Jusco has done to contribute towards the society and environment. This article also explains about the various programs implemented by AEON Jusco that give benefits to the community.

Keywords: Community recycling program, Environmental protection, Social contribution, With All Our Hearths (WAOH) Charity Fund

INTRODUCTION

According to the organization's principles, AEON Jusco promotes environmental protection and social contributions. AEON Jusco takes its social responsibilities very seriously. They aim to fulfill those responsibilities and improve their value by balancing a global perspective and a firm commitment to local communities, emphasizing on environmental protection and social contribution activities. In order to

protect the environment from continuous global warming, AEON Jusco has been implementing programs such as community recycling program, biodegradable shopping bags and tree planting. Besides that, AEON Jusco also contributes towards the society. They have put into practice some agendas that give benefits to the society such as community service program, contribution of dialysis machine and With All Our Hearts (WAOH) Charity Fund.

ORGANIZATIONAL BACKGROUND

Jaya Jusco Stores Bhd. was incorporated on 15 September 1984. It was established to respond to the Malaysian Government's invitation to Jusco Japan to help in modernizing the retail industry in Malaysia. This establishment was also as a part of the former Prime Minister, Tun Dr. Mahathir's Look East Policy for Malaysia. Today, AEON CO. (M) BHD. (formerly known as Jaya Jusco Stores Bhd.) is a leading retailer which currently operates 22 Jusco department stores and 18 AEON Shopping Centers, situated mostly at West Coast of Peninsula Malaysia. AEON CO. (M) BHD is also considering establishing its chain stores in the East Coast, Sabah and Sarawak. These stores are mostly located in suburban residential areas, with the middle income group as its main target customers. AEON Jusco has its own core principle, which is to serve the customers first. It also emphasizes on three words, which are peace, people and community. These are the essence and character of a retail industry that must be considered in any forms of development.

DATA COLLECTION

We gathered all the information regarding AEON Jusco's contributions towards the environment and society through interview sessions. We have conducted face-to-face interview with Ms Koh Hooi Choon, the Shopping Centre Manager of Kinta City, Ipoh. The interview was conducted on Wednesday, 17th February 2010. She has provided us with much information regarding the involvement of AEON Jusco in society contributions. Besides face-to-face interview, we also have conducted

interview via e-mail with Cik Nur Afini Ab Latif, the Food Line Manager of Jusco Wangsa Maju. She also has given us many helpful information concerning AEON Jusco's contribution towards the environment.

CONTRIBUTIONS TOWARDS SOCIETY

AEON Jusco also contributes towards society by programs such as Community Service Program, With All Our Hearths (WAOH) Charity Fund, and contribution of dialysis machine to Pusat Dialisis Province Wellesely Renal Medifund (PWRM). Through the Community Service Program, staff members of AEON Jusco carry out 'gotong-royong' activities at orphanages, school and religious organizations near their particular stores. AEON CO. (M) BHD.'s Corporate Affairs Department structured this community service with local community activities in line with the company's efforts to reach out to the nearby communities. Other than that, in Community Service Program, AEON Jusco also launched "Donates as You Buy" program, where the sales from the customers are donated to the orphans. On the other hand, the WAOH program is implemented to collect charity funds. The funds collected are given to the needy parties, for example, the flood victims in 2006 flood tragedy at Melaka and Johor. WAOH also have collected funds for the earthquakes victims in Yogyakarta and China's Sichuan province. Apart from charity funds collected for natural disaster victims, WAOH also contribute in donating a dialysis machine worth RM 43,000 to Pusat Dialisis Province Wellesely Renal Medifund Bukit Mertajam.

CONTRIBUTIONS TOWARDS ENVIRONMENT

In protecting the environment from constant global warming, AEON Jusco has been implementing many programs such as community recycling program, biodegradable shopping bags and tree planting. In community recycling program, AEON Jusco establishes Community Recycle Centre (CRC) at Jusco Shopping Centres. This program is a part of AEON partnership program with Alam Flora Sdn. Bhd. Recently, there are 5 Community Recycle Centres that are located at AEON Jusco stores. Besides that, there is new Community Recycle Centre which is known as Permanent

Exchange Centre (PEC) where this is a parts of AEON partnership program with Southern Waste Management Sdn. Bhd. The objective of the CRC and PEC at each AEON Jusco Shopping Centre is to offer a convenient recycling facility for the customers and also caters to the public who wish to recycle and who in the process will become potential customers of AEON Jusco supermarkets. AEON Jusco also provides biodegradable shopping bags. Although this type of bag incurs additional cost, but it can help in saving our environment because conventional plastic bags take hundreds of years to break down and contain toxic material. Besides that, AEON Jusco also implements tree planting projects at Paya Indah Wetland and at their newly opened stores. A total of 3,032 trees were planted by AEON's staff, local authority, students, children from orphanages and guests at their newly opened stores and Paya Indah Wetland.

CONCLUSION

In a nutshell, the efforts made by AEON Jusco to contribute to the society and environment are much appreciated. This is because the programs implemented by AEON Jusco have gain much interest and attentions not only from their customers, but also from their staffs, shareholders, business partners and also the society as a whole. This indirectly leads to AEON Jusco's achievements as the leading retailer store in Malaysia.

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