

Aeon case study of expatriates in malaysia

Business



The challenges from cultural perspective Headquarters of fON in Chief, Japan
Introduction of NEON Co. , Ltd. It was first established in 1926 and in 1970
there companies, Fatigue, Kayoed and Shirr formed theCiscoco.

, Ltd. In 2001 the company change It name to NEON Co.. In 2008, the
corporate structure is change, NEON Co. , Ltd become a holding company
while NEON Retail Co.

, Ltd take over retail operation. 2011, all CISCO and Stay officially changes It
name to NEON and CISCO stores and shopping centre are refrained to NEON
In 2012.

NEON in Japan NEON Boston CLC Customer First: 1) NEON has made the
needs of customers and their communities 2) NEON ensures that “ Customer
first” values are shared by everyone involved in all operations. 0 NEON Mall
will create “ Towns with Vitality. 1)Continue creating towns with vitality as
community, to enrich the lives of their people. 0 Sharing a sense of lively
participation: 1) Enhance its customers lifestyle and create centers for
excitement.

NEON principles Operations are dedicated to the pursuit of peace through
prosperity. People relationships. Community Rooted in local community life
and dedicated to making continuing contribution to the community. NEON
Principles NEON Mission The customers’ beliefs and desires comprise the
central core of their philosophy. Benefit their customers, and their operations
are thus customer-focused to the highest degree.

Contribute to the realization of a peaceful and prosperous society in every country and region based their enduring commitment to these 3 principles.

Is the leading retailer in Malaysia. It was bring up in Malaysia in 1984 under the cooperation between Malaysia and Japan. Former Malaysian Prime Minister Data Series, Dry. Empathic went to Japan and discuss on how to modernize Malaysia retails industry through advance expertise in management. 1983 Dry Empathic pay a visit to Jay Cisco President Mr.

. AttackKodakand was invited to Malaysia to set up their store.