

Aeon history

[History](#)



History Company JAYA JUSCO is set up in Malaysia In 1984, Jaya Jusco Stores Sdn. Bhd. was established in Malaysia, in response to the Malaysian Prime Minister Dato' Seri Dr. Mahathir's request to help modernize the retail industry in Malaysia using the world's most advanced management expertise. Dr. Mahathir believed that the modernization of the retail industry was crucial for the country's economic growth. Prior to this, in 1983 Dr. Mahathir visited Tokyo and met the then JUSCO Co. , Ltd. President, Mr. Takuya Okada to discuss the proposition of bringing the JUSCO name to Malaysia. The talks ended on a positive note and Dr.

Mahathir invited JUSCO to set up store in Malaysia. All this was part of Dr. Mahathir's Look East policy for Malaysia. Year| Description| 1984| JAYA JUSCO STORES SDN BHD established, in response to a request from Prime Minister Y. A. B. Datuk Seri Dr Mahathir bin Mohamad, to help modernize the retailing industry in Malaysia. | 1985| The first pilot store, JAYA JUSCO Dayabumi, opened. The second pilot store, JAYA JUSCO Taman Tun Dr. Ismail opened. | 1989| JAYA JUSCO Dayabumi closed. The first Superstore, JAYA JUSCO Taman Maluri, opened. | 1991| JUSCO Melaka was opened and fully operated by Malaysian staff. The ?

ON Group's " Hometown Forest" programme was launched simultaneously at the inauguration of JUSCO Melaka. | 1992| JUSCO Wangsa Maju (Alpha Angle Shopping Centre), our first Shopping Centre, opened. | 1994 | Our Distribution Centre began operations. Japanese Trainee Programme begun. | 1995 | JAYA JUSCO Taman Tun Dr. Ismail closed. JUSCO Bandar Utama (1 Utama Shopping Centre) opened. JUSCO Bandar Baru Klang (Bukit Raja Shopping Centre) opened. | 1996| JAYA JUSCO STORES BHD was listed on the

Main Board of the KLSE. | 1997| JUSCO Ipoh (Kinta City Shopping Centre) opened. | 1998 | JUSCO Melaka Shopping Centre reopened. 1999| JUSCO Mid Valley opened. | 2000| JUSCO Taman Maluri Shopping Centre re-opened. JUSCO Bandar Puchong opened. | 2001| Launch of WAOH Charity Fund / JUSCO Fest / JUSCO's 17th Anniversary. 22 Malaysian students and 2 former participants from the 1990 batch were invited to Japan as 'Ambassadors ' through the ? ON " 1% Club" Programmer. | 2002| Establishment of JUSCO-OUM Retail Centre in Alpha Angle Shopping Centre, at Wangsa Maju. JUSCO Taman University opened, Japan Management Training Programmed reactivated. | 2003 | WAOH Charity Bazaar. JUSCO Home Centre opened in 1 Utama Shopping Centre. , 000 seedlings were planted in the vicinity of the JUSCO Permas Jaya store as part of ? ON's environmental campaign, 'Planting Seeds of Growth'. JUSCO Permas Jaya Shopping Centre opened. | 2004 | JUSCO Metro Prima Tree Planting Ceremony was held. 2, 000 seedlings were planted. JUSCO Metro Prima Shopping Centre opened. WAOH Charity Fund officially registered as the " WAOH" Malaysian JUSCO Foundation. Company authorized share capital increased from RM100, 000, 000 to RM500, 000, 000. JAYA JUSCO STORES BHD. officially changed name to AEON CO. (M) BHD. JUSCO celebrated 20th Anniversary in Malaysia with Gala Dinner.

Official launch of " WAOH" Malaysian JUSCO Foundation. 30, 000 seedlings planted in the Malaysia-JapanFriendshipForest, AEON Woodland, Paya Indah Wetlands. Completed Bonus Issue (1: 1) for 87, 750, 000 new Ordinary Shares. | 2005 | AEON CO. (M) BHD. received a certificate of appreciation from the Prime Minister for its tree planting activities. Charity Gala Dinner was held. The management of AEON CO. (M) BHD. met with the Mentri Besar

of Negeri Sembilan, Y. A. B. Datuk Seri Utama Hj Mohamad Bin Hj Hasan. JUSCO Seremban 2 Tree Planting ceremony was held. 3, 300 seedlings were planted. JUSCO Seremban 2 opened.

JUSCO J-One Supermarket opened at Damansara Damai. AEON Tebrau City Tree Planting ceremony was held. 6, 000 seedlings were planted. | 2006 | AEON Tebrau City Shopping Centre opened. Change of financial year end. AEON Taman Equine Tree Planting ceremony was held. 4, 000 seedlings were planted. AEON Taman Equine Shopping Centre opened. PASAR RAYA D'HATI (formerly known as J-One) Supermarket in Pearl Point opened. AEON Cheras Selatan Tree Planting ceremony was held. 4, 000 seedlings were planted. WAOH Gala Dinner held. JUSCO Queensbay store opened. AEON Cheras Selatan Shopping Centre opened. 2007| PASAR RAYA D'HATI name change ceremony held at Pearl PointShopping Mall. | 2008 | Completed Bonus Issue (1: 1) for 175, 500, 000 new Ordinary Shares. AEON Careline was launched. AEON Seberang Prai City Shopping Centre Tree Planting Ceremony held. 3, 500 saplings were planted. JUSCO Seberang Prai City (AEON Seberang Prai City Shopping Centre) opened. Taman Asuhan Kanak-Kanak Asahi (TAKA) at Bandar Puchong Jaya opened. 24th Anniversary Tree Planting at AEON Woodland. 2, 400 saplings were planted. AEON AU2 Setiawangsa Shopping Centre Tree Planting Ceremony held. 4, 600 saplings were planted.

JUSCO AU2 Setiawangsa (AEON AU2 Setiawangsa Shopping Centre) opened. AEON Bukit Indah Shopping Centre Tree Planting Ceremony held. 3, 000 saplings wereplanted. JUSCO Bukit Indah (AEON Bukit Indah Shopping Centre) opened. | 2009 | Pasar Raya MaxValu Pearl Point closed. 25th

Anniversary Tree Planting Ceremony at AEON Woodland. 25, 000 saplings planted. AEON Bandaraya Melaka Shopping Centre Tree Planting Ceremony held. 2, 000 saplings were planted. | 2010 | " With All Our Hearts" Malaysia JUSCO Foundation changed name to Malaysia AEON Foundation. JUSCO Bandaraya Melaka (AEON Bandaraya Melaka Shopping Centre) opened.

AEON Mahkota Cheras Tree Planting Ceremony held. 3, 000 saplings were planted. JUSCO Mahkota Cheras (AEON Mahkota Cheras Shopping Centre) opened. | 2011 | JUSCO Bandar Utama reopened. AEON Rawang Anggun Shopping Centre Tree Planting Ceremony held. 3, 500 saplings were planted. JUSCO Rawang (AEON Rawang Anggun Shopping Centre) opened. Disposal of Smart Wonder World (SWW) amusement business completed. | 2012 | AEON Ipoh Station 18 Shopping Centre Tree Planting Ceremony held. 3, 500 saplings were planted. AEON unveiled the new brand name " AEON" and tagline " AEON Enriching Your Lifestyle".

Card rebranded to AEON Member Card. AEON Ipoh Station 18 (AEON Ipoh Station 18 Shopping Centre) opened. | Social responsibilities Socialresponsibilityis an ethical or theory that an entity, be itan organization or individual, has an obligation to act to benefit society at large. Social responsibility is a duty every individual or organization has to perform so as to maintain a balance between the economy and the ecosystem. A trade-off always exists between economic development, in the material sense, and the welfare of the society andenvironment.

Social responsibility means sustaining the equilibrium between the two. It pertains not only to business organizations but also to everyone who'sany action impacts the environment. Ethical Issues Ethics, also known <https://assignbuster.com/aeon-history/>

as moral philosophy, is a branch of philosophy that involves systematizing, defending, and recommending concepts of right and wrong conduct. The term comes from the Greek word *ethos*, which means "character". Ethics is a complement to Aesthetics in the philosophy field of Axiology. In philosophy, ethics studies the moral behaviour in humans, and how one should act.

Ethics may be divided into four major areas of study. Introduction At AEON, we believe a green environment is the basis for a better life, as such we have developed a comprehensive ecology programme to address the global warming issue and aim to significantly eliminate carbon dioxide (CO₂) emissions. To create higher environmental awareness and educate younger generations on the importance of environment protection, we have involved the participation of various parties, Non-Governmental Organisations (NGOs), government agencies and other communities, in every programme initiated by the company Green Initiatives Malaysia-Japan Friendship Forestry at Paya Indah Wetlands * On 13 September 2004, AEON held a special dinner in glory of Tun Dr. Mahathir bin. Mohamad, the former Prime Minister of Malaysia. Tun Dr. Mahathir bin Mohamad was invited to sign a plaque, together with Mr Takuya Okada, for the launching of the Malaysia-Japan Friendship Forest. This tablet was placed at the forest site, which was named the AEON Woodland, a special area about eight hectares set aside in Paya Indah Wetlands. * Aeon Green Fund AEON Green Fund was established in conjunction with the "No Plastic Bag Day Every Saturday" campaign. Customers requesting plastic bags on Saturdays will be charged 20 cents for each plastic bag. The fee will serve as a deterrent to shoppers against the use of plastic bags. Proceeds charged on the plastic bags will go to the Green

Fund which supports all AEON's environmental and corporate social responsibility activities. * Aeon Eco Fair 2010 * AEON Co. (M) BHD had launched an eco-event called 'Eco Fair 2010' on 20 April 2010 at AEON Bandaraya Melaka Shopping Centre.

The main purpose of this event is to educate and inspire the general public and the community about the importance of sustainable practices. Green Award * GreenLeadershipAward 2010 * AEON won the Green Leadership Award at the Asia Responsible Entrepreneurship Awards (AREA) held in Kuala Lumpur. The award recognizes AEON for their environment protection efforts through the 'Planting Seeds of Growth'. Reduction in Energy Consumption' and recycling campaigns. AEON planted more than 400, 000 saplings in 25 years with the 'Planting Seeds of Growth' activity which is now a tradition that follows the opening of each new store.

They reduced energy consumption by installing inverter systems in their offices and outlets and also encourage recycling by establishing AEON Community Recycling Centres (CRC). AEON pledges its commitment to uphold corporate social responsibilities in Malaysia. The company has always been perceptive towards conserving the environment for the sake of future generations and will continue endorsing the importance of a greener tomorrow. Green Awareness * IGEM 2010 * The Tree of Life, moulded from corrugated box material and standing proudly in the centre on the booth, is designed to reflect AEON's ecological work towards preserving nature.

With AEON's core philosophy of 'Planting Seeds of Growth', the tree not only represents seeds that have reached their potential, but highlights how trees sustain life by moderating the climate, providing a wildlife habitat and <https://assignbuster.com/aeon-history/>

improving air quality. To remind IGEM 2010 visitors of this philosophy, a free packet of seeds is available to take home when they make a pledge on the Tree of Hope. The AEON Chairman Dato' Abdullah b. Mohd. Yusof He are pleased to present AEON Credit Service (M) Berhad (AEON Credit) Annual Report and Audited Financial Statements for the financial year ended 20 February 2012.

When the slower growth in global economy in 2011, the Malaysian economy remained resilient with sustained growth in domestic demand supported by mainly higher expenditure from the public sector along with growth in both business and household spending in an environment of continued positive consumer sentiment. Planning The meaning of planning is the process of thinking about, organizing the activities required to achieve a desired goal and developing plans to integrate. Planning is also called forethought. Planning involves the creation and maintenance of a plan.

As such, planning is a fundamental property of intelligent behavior. In the organization creation and maintenance of a plan is very important. This is because the manager in the organization have creativity that mean that the manager ability to develop new idea and to discover new way of looking at problem and opportunity. Develop the new idea is the proses activity to the manager become successful to managerial the employee to become creative and behavior to an organization. In the Aeon Corporation manager is very successful moving from an idea to an organization to become the bigger market in Melaka.

Aeon Corporation is using the classifying manager tools managerial the employee. The top manager is making organization - wide decision and <https://assignbuster.com/aeon-history/>

establishing plans and goals that affect the entire organization. After, the top managers making decision with past to middle manager to managerial the first - line manager. Middle manager past to first - line manager to managerial the non-managerial employee. All the employee in Aeon Corporation very honest and ethic is because they have a top manager to share their conceptual skill to think all the best toward the organization goals.

After that, middle manager will share their human skill to work with other people. After thought, first - line manager will share technical skill showed their knowledge to employee. Aeon Corporation management is very successful in coordinating and overseeing the work activities of other so that their activities are completed efficiently and effectively. Besides that, follow management role to develop the best customer relationship and customer service. Organizing Organizing is the act of rearranging elements following one or more rules or principle.

In anything is commonly considered organized when it looks like everything has a correct order or placement. It's only ultimately organized if any element has no difference on time taken to find it. Not only can that, organizing also be defined as to place different objects in logical arrangement for better searching. Organizations are groups of people organized for some purpose, such as business or political activities. Dato' Abdullah bin Mohd Yusof the Aeon jusco chairman he regardless of how times may have changed, is to serve the ' Customer First '.

He always mindful of the three keywords which make up the essence and character of the retail industry and must be considered in any

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development: 'peace', 'people' and 'community'. Because 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. 2010 whiles the public sector. Ily He is organizing the Accelerating Shopping Center Development and Aggressive Pursuit of GMS Stores.

He organizes to establish a solid competitive position and achieve continuous growth. Accelerating Shopping Center Development is channel in the resources towards developing attractive, integrated commercial facilities which the customers can fully enjoy, such as regional shopping center and neighborhoods shopping center. This segment can also involve leasing shopping space and facilities to tenants. The Aggressive Pursuit of GMS Stores is the General Merchandise Stores (GMS) in the Aeon Jusco with combine supermarkets and departmental stores under one roof to operate as full-line retailers.

The Products was offered range from food and other daily necessities, apparel and household goods also include bedding and bathroom products to specialized products such as home appliances, sporting goods and cosmetics. The goal of the organization is to operate as an "international-scale retailing group". The Aeon Jusco Chairman Dato' Abdullah bin Mohd Yusof to recognise for excellence not only in Japan also in other nations like Hong Kong and China. In the international recognition Aeon work to achieve is not only measure merely in quantifiable terms of size, growth and profitability.

The chairman also hope to be competitive at the global level in intangible aspects such as can making the customer satisfaction and corporate citizenship. He dedicated to the idea of “ quality management” to further enhance our capabilities. Leading 'Leading' can comes from the metal-type when it typesetters inserted thin strips of lead to increase the spacing between lines. Then it for legibility or stylistic effects. Lines of normal text without leading are said to be set solid, and usually give a dense and dark appearance to the text block.

The 5th batch of trainees who successfully completed the Japan Trainee Programmed returned to Malaysia on 17 January 2007. They are holding positions as leaders in their respective stores nationwide. In the Japan Trainee Programmer is designed to help selected leaders prepare for the every changing retail environment to overseas working conditions. One of the vital ways to increase their knowledge and skills in retailing to given them some experience in AEON Japan. This programmed also teaches them to be independent, in preparation for their future roles as leaders in the Company.

AEON also have publishes the AEON Business School to intense course for the benefit of merchandisers, store managers and deputy store managers was organized by AEON. AEON Business School to celebrate the successful completion in the course and in the special closing ceremony was held on 22 September 2006. Chairman Dato' Abdullah bin Mohd Yusof to train and develop new leaders from within the Company, AEON CO. (M) BHD. He has created a New Leader Development Program (NLDP). The Participants were

asked to present a project that applied all the skills and knowledge they gained during the one-year course.

He train the new leader to help the AEON future develop to accomplished the company goal. He has train the new leader to help to direct the staff working. He saying the " CUSTOMER FISRT", uses the new leader to train the more quality staff. AEON CO. (M) BHD. Is organized a number of team-building activities to throughout the year to develop attitudes, motivationand unity within the Company. Team-building Program was also held for Blue Wave for the supervisors and assistant supervisors at Kem Bina Semangat Yayasan Selangor. To give them more experiece to operate the manage line. Controlling

Controlling is the basic management function of establishing benchmarks or standards, comparing actual performance against them, and taking corrective action, if required. Name AEON is derived from the Latin word which means 'eternity'. JUSCO has become a household name in the Malaysians and has been growing together with our nation since its first presence in Malaysia. The slogan 'Customer First' has always been the driving in the philosophy for the AEON group. Now, AEON CO. (M) BHD is moving towards globalization by taking on the global brand name for all its stores and shopping centers.

It is also the perfect opportunity for AEON to further strengthen its position in the market and to establish a clear brand identity. AEON is organizing a press launch, series of campaign posters, TVC, radio contest, customer engagement activities, and special merchandise. Furthermore, AEON will introduce a new tagline, 'AEON ENRICHING YOUR LIFESTYLE' to the public.

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The dynamic new brand name and logo are part of the company's strategy to increase its profile as a leading retailer in Malaysia, added by Dato' Abdullah bin Mohd Yusof, Chairman of AEON CO. (M) BHD.. He believes that we have established the foundations not only for sustainable growth but also for excellence in delivering values and customer service to our customers. Dato' Abdullah bin Mohd Yusof, Chairman of AEON CO. (M) BHD to the entire one million J CARD holders. The member cards will be upgraded to the new AEON Member Card that retains some of the previous J CARD benefits plus some added new ones also including all existing accumulated points will be transferred to the new AEON Member Card.

Every Members can replace their card at the AEON Member Card Customer Service Counter for FREE starting from 15 March 2012 - 30 April 2012. Nonetheless, new members can enjoy a new fee rate at RM24 for a 3 years membership. Besides, AEON stores will also undergo face lifting consistent with the new AEON corporate identity while still retaining the familiar JUSCO feel. All the JUSCO signage and pylon signage will be replaced in phases during the two years rebranding exercise. AEON is ambitious to improve our customer services.

The various programs will be initiated in order to increase and upgrade the company's customer services to higher levels. We will ensure and strive to continuously provide our customers with improved and better services. Finally, we at AEON promise to continue deliver a great shopping experience that will enrich our customers' lifestyles. Opportunity In the consistent new growth and a vigorous program of constant renovation at existing market in the region. AEON MALL has now opened its doors to retailers for the all

esteemed organization to be a part of a large business opportunity in AEON MALL's in the future developments.

In the well-established retail developer in Japan was rapidly developing in large scale shopping centers in South East Asia countries including Malaysia, Vietnam, Indonesia, Myanmar, Cambodia and even in China. we have arranged a solid business presentation about our expansion plans in these states. We are in charge of developing businesses and directly involved with the rapid emergence and operations over 60 shopping malls nations over. AEON MALL was looking ahead to aggressive shopping mall development as the AEON Group's core company was responsible to aim sustainable growth.

In the same time, we find to strengthen initiatives that will accelerate the pace of openings and the development of sites for this endeavor. From the capacity to open new shopping on the listed countries is frightening. We are pursuing nonstop value improvement. By saying an " ALL NEW AEON MALL,". We are making everything new also include renewing on hand shopping malls. This is reflected in the frequency of strong name that AEON MALL commands among many area store companies, which regularly name its malls as desired locations to shop and spend.

We intend to open more malls in the near future, with a quickening of pace planned from time to time. Going forward, we will aggressively expand openings of our shopping malls tailored for commercial areas and expanding business opportunities. At accessible shopping malls, AEON MALL is hurrying renovation initiatives in order to increase earnings and achieve projection by enhancing the ability of these facilities to attract customers. Sales at the average shopping mall start to soften a few years after its start business. We

will make constant adjustment to maintain the good looks of our malls to customers.

In the strong economic growth in this region has also sparked positive economic opportunities that to us indicate the dawn of the age of the shopping mall. We intend to further expand our shopping mall development business even further, thereby enhance corporate value. We Regardless domestic or overseas in the AEON MALLs would and should be supported and beloved by local residents continuously. Developer versed in the retailing industry to aim build towns that are indispensable 50 years on or even 100 years into the future always see the things from the customer's standpoint.

Finally, we will work on contributing to local communities, creating comfortable and safe shopping malls and even carrying out activities that will pass on a pretty environment to the next generation. We see real market potentials for the mall business for respectable entrepreneurs. In the our policy in going forward is primarily to gain a dominant position in the key markets of Malaysia, Vietnam, Indonesia, Myanmar, Cambodia and China, while at the same time pursuing development ventures throughout the nation.

We will also focus on developing new malls over other potential ASEAN region and aiming to increase the number of our facilities or more. Conclusion Aeon Corporation is the successful supermarket in Malaysia. This is because there have the good manager to develop the new idea to managerial the employee in the organization. So that the AEON corporation business also very successful increase every year. This nice results is not a

manager have good skill to managerial people, employee also cooperation toward the organization goal can be accomplish.

AEON Corporation is the good example to their managerial skill and the ability to do the better and think the good toward the organization. Although, management function such as, planning, organization, leading and controlling, this management function is an important way that show ability of manager can be successful or not to managerial the organization to become successful. But Aeon have today status, is because their manager have conceptual skill to do all the best toward the organization. This past few year, we can see that the Aeon corporation income statement has beautiful number; it means that Aeon Corporation has earned money.

In Melaka everyone will famous that the Aeon this bigger shopping Centre, this will prove the Aeon Corporation to improve their best attitude toward their customer. In the Malaysia normally people famous they think is the think that the customer wants to test it to satisfied their want and need. The best way for the one organization much have training class to all employee to improve himself knowledge to joint in the social and the best attitude to learn moral value to improve personal self-cultivation. Aeon corporation manager already doing the think right to showed their ability in the organization.

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