

Building good partnership

Based on universal ethics, we will continue to build good partnerships with our partners while considering business practices of various countries.



AEON Association Shops Role Playing Contest

“Cooperation project” with specialty stores

AEON MALL is promoting the “cooperation project” for producing results through close and equal communication by sharing objectives and issues with specialty stores. We want to introduce the cooperation project that started among persons in charge of divisions in FY2017 which is currently being spread to malls by employees of the specialty stores and our staff members.

Aiming for the No.1 mall by “connecting hearts”

AEON MALL Dainichi (Osaka Prefecture) launched a project in which not only six specialty store managers and mall staff members but also personnel from specialty store headquarters and our division participated, and thoroughly exchanged opinions with the keyword, “Let's connect hearts” after considering efforts to promote gifts as a theme. We reviewed strengths and issues of the mall and held “Cherry Blossom Festival” with entire mall joining forces in March 2018 with the target to become the No.1 mall.



Zone activation by bouncing ideas off each other

AEON MALL Hiroshima Fuchu (Hiroshima Prefecture) and four specialty store managers formed a project team to further enhance the attractiveness of “Mama Toko TOWN”, a huge kids zone, which was created during the renovation in 2016. Thanks to our Chugoku and Shikoku Business Division in charge of the area which supported proposals created through active discussions, we wore original T-shirts at the collective sales venue to create a sense of unity.



Aiming to improve customer service skills

All our malls are working on improving customer service skills as a developer professional in retail business. The “Customer Service Role Playing Contest” is held for specialty stores covering a wide variety of business. The contest contributes to raising awareness of customer services and sharing excellent cases and know-how.



The 7th Nationwide AEON Association Shops Role Playing Contest (November 8, 2017)

In one of the Japan's largest role-playing contest for staff members of about 30,000 stores from about 8,000 companies nationwide 30 participants advanced to the final from seven district contests. In this contest, we invited 220 students from fashion design schools, who will soon start job hunting, and offered them chances of experiencing attractiveness and depth of customer service business.

“Hospitality” spreading abroad

In China, “The 2nd AEON MALL China Nationwide Customer Service Role-playing Contest” was held in August 2017 after holding preliminary contests in which about 30,000 employees participated. Employees who achieved excellent results were also invited to the contest held in Japan. In Cambodia, we are striving to realize an exhibition competition in cooperation with Asian countries in 2020 because the improvement of overall service has become particularly noticeable through mall-wide customer service trainings and role-playing contests.



Creating attractive sales spaces

2017 AEON Association Shops Committee VP contest

Excellent works for the display section and the POP section are commended in the VP (visual presentation) contest held by the AEON Association Shops Committee to promote the creation of more attractive sales spaces. We have been managing the contest via websites since 2017, making it easy for applying and making it possible to search and browse high-ranking cases. We hope this endeavor will lead to further improvements across Japan.



Grand Prize in Display Section, INOBUN, AEON MALL Kyoto Katsuragawa [Kyoto Prefecture]



Grand Prize in POP Section CAYHANE AEON MALL Odaka [Aichi Prefecture]