

2018/03/30

Training report in Hangzhou

TUMSAT univ

Mayu, Momonoi, Chie, Muneyuki



Agenda

1. Space usage
2. Amusement
3. Green program
4. Display
5. Conclusion



1. Space usage

Event (AEON MALL)

For father



For young



Attract a wide range of customers

For mother



For child



Free space (AEON MALL)



Traffic control
→ Safety
→ Easy to access



Rest Space
→ comfort



Sell some food

Big symbol (City mall)



→ Big impact on customers

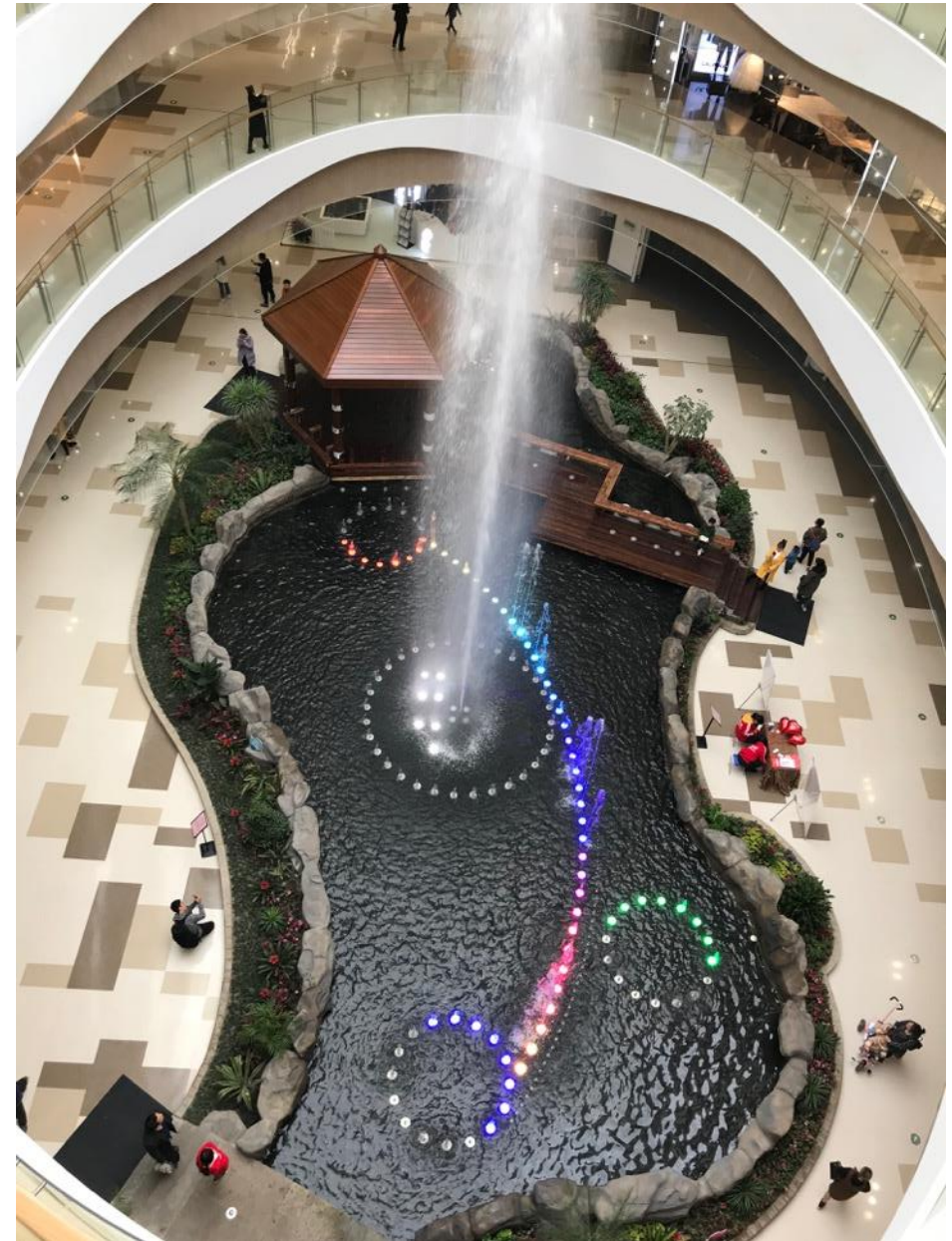


Photo spot (City mall)



Attract young customers
→ Use SNS for advertisement

Space usage



- Attract family
 - Rest space
- comfort



- Light up
 - Photo spot
- using SNS for advertising

If I am the GM of AEON MALL...

Advertisement

- Trick art



Purpose→Use the Floor

2. Amusement

AEON MALL (for kids)



Game machines



Adventure playground

AEON MALL (for adults)



Game machines



Bowling

City Mall (for children under-6)



Game machines



Adventure playground

Equipment easy to play

City Mall (for 6-13 years old children)



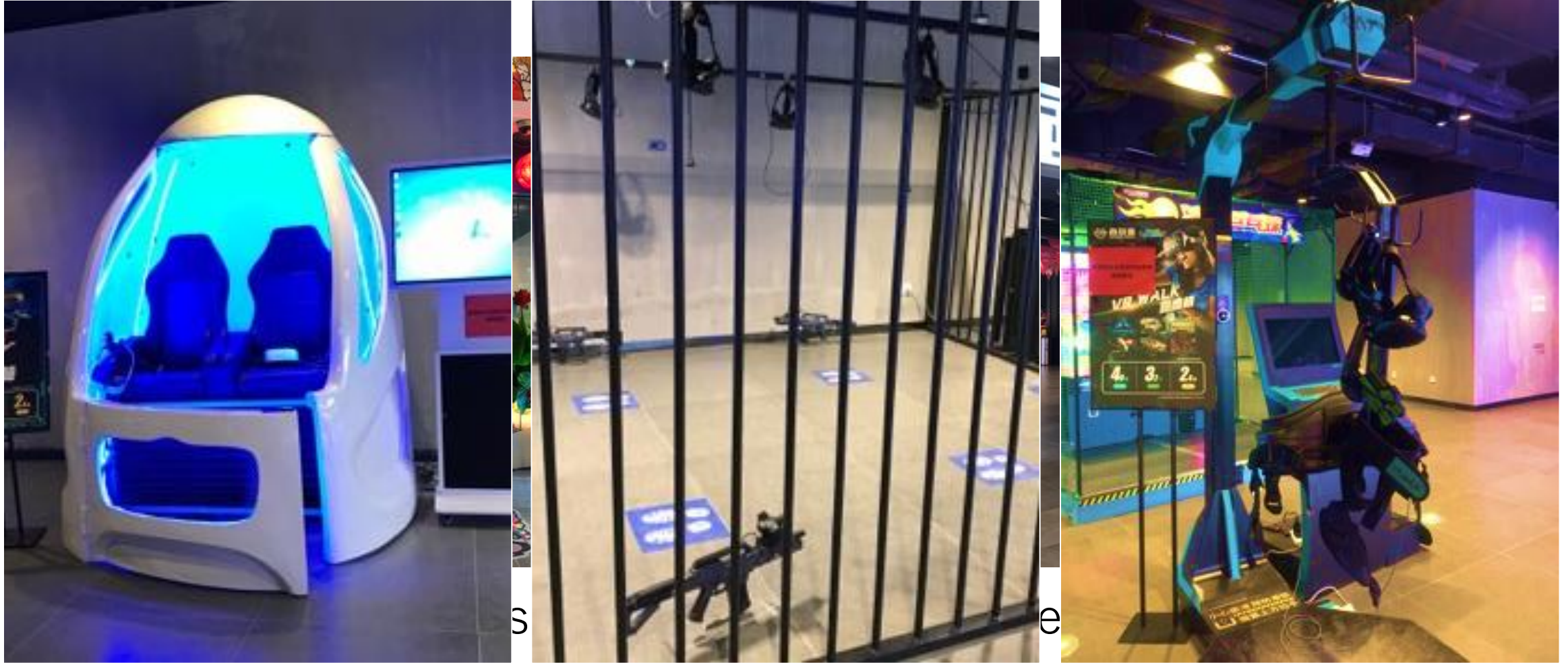
Game machines



Adventure playground

A little higher level equipment

City Mall (for children over 13 and adults)



High level equipment

Amusement



- Mainly for small children
- Easy to find
(place gathered)



- For almost all ages
- Difficult to find
(All over the place)
- High technology (VR)

If I am the GM of AEON MALL...

①VR game machines



↑ photo of VR Zone Shinjuku

Introduce a latest VR game machine

If I am the GM of AEON MALL...

②Photo booth (Purikura)



↑ Purikura machine



↑ Purikura photos



Add a new spot for young girls

3. GREEN-PROGRAM

Great effort of AEON MALL & City Mall

① EV charger (Electrical vehicle)

AEONMALL



CITY MALL



Prevent global warming

Great effort of AEON MALL & City Mall

② Dividing smoking area

AEONMALL



CITY MALL



Good for pollution protect

Great effort of AEON MALL & City Mall

③ garbage classification

AEONMALL



CITY MALL



Useful for recycling resources

Great effort of AEON MALL & City Mall

④ Planting

AEONMALL



CITY MALL



Important effect for environment and building

AEON MALL advantage

⑤ Solar panels



- 729 solar panels
- 23000 kw Annual production

AEON MALL advantage

⑥ Collecting PC • Smart phone



Important in this online era

If I am the GM of AEON MALL ...

Collecting PC Phone by AEON MALL.



Appeal to government

Merit

Evaluation by government



Demerit

Difficult to get popularity



4. Display

Pamphlet

AEONMALL



CITY MALL



- shops' name in map
- detailed category
- big picture

Water tank

AEONMALL



CITY MALL



- clear water tank
→ fresh image

Additional information(AEON MALL)



名称	标准	结果
小白菜	<0.5	0.07合格
大白菜	<0.5	0.23合格
卷心菜	<0.5	0.15合格
油菜菜	<0.5	0.09合格
甜豆	<0.5	0.15合格
薄皮青椒	<0.5	0.00合格
藤野金针菇	<0.5	0.04合格
豆芽	<0.5	0.05合格
蒜笋	<0.5	0.00合格
茄子	<0.5	0.00合格
土豆	<0.5	0.06合格
铁棍山药	<0.5	0.00合格



- saving temperature
- producing area
- pesticide check
- Japanese food area

Additional information(City mall)



- large snack zone
 - snack tasting
- meet young consumers' needs

Display



- Detailed information
 - kind for customer
 - make them relieved
 - family customer



- Attractive display
 - make products better
 - young customer

If I am the GM of AEON MALL...



Packed unlimited campaign

If “we” made a NEW mall...

1. The sky-light window

Make a **impressive symbol**
at the center of the Mall

↓
Bungee jump
or
Free Fall



2. The area selling fish



Exhibit and sell fish artistically

A photograph of four young people (three women and one man) smiling and posing for a photo. They are standing in front of a traditional Chinese temple with red wooden walls and dark tiled roofs, partially obscured by large green trees. A large, semi-transparent white circle is overlaid on the right side of the image, containing the text "Thank you for listening".

Thank you
for listening