

AEON PROJECT

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<http://www.bing.com/images/search?q=aeon+%e3%83%ad%e3%82%b4&FORM=HDRSC2#view=detail&id=D0336737FB22A2EE81BE0641FBDCEAB2FB7891E0&selectedIndex=0>

AEON

- **GMS**(general merchandise store)



<http://www.aeonmall.com/business/composition.html>

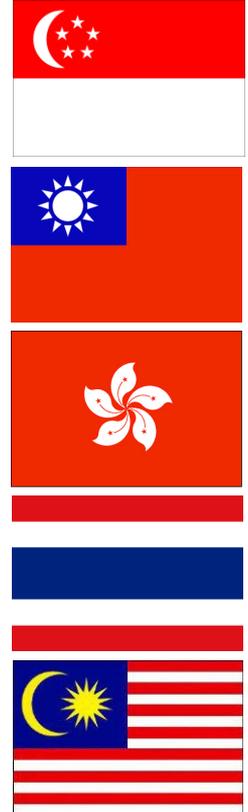
http://www.aeon.info/company/library/hotpress_backnumbers/344/

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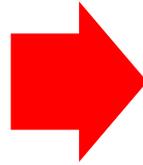
About AEON PROJECT

- The project by five teams of each country
- Investigation of each country's AEON supermarket
 - Especially marine products
- Compare the features of each country



Objective

Understanding
the Singaporean
life



Examine why
AEON is not in
Singapore

Markets in Singapore

- Multiethnic country
- Large gap in economic level



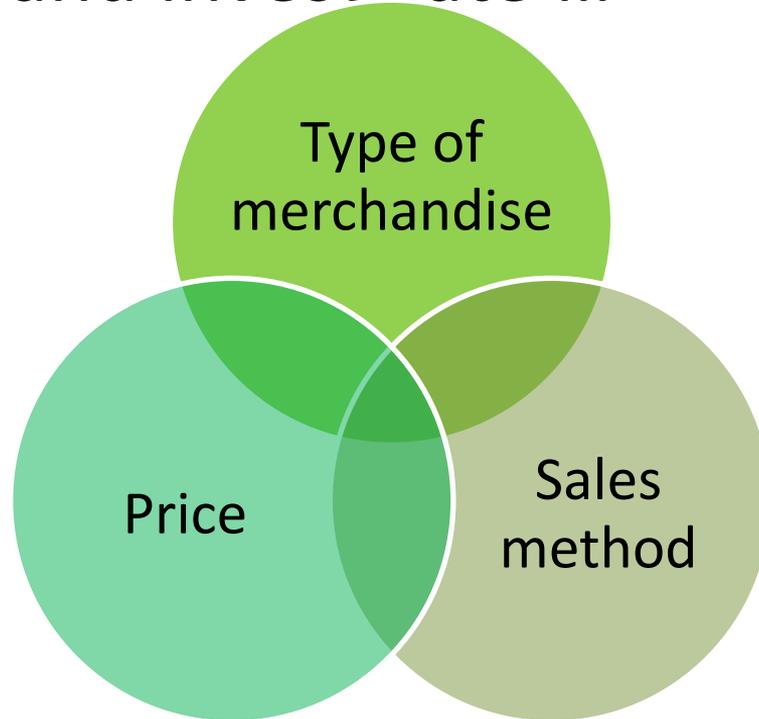
Classified markets in three types and investigate it

Types of Markets

- Supermarket in shopping center
 - Cold Storage
- Supermarket on the first floor of HDB
 - Sheng Siong Supermarket
- Wet market
 - TEKKA CENTRE, TIONG BAHRU MARKET, etc

Procedure

Visit the spot and investigate ...



Results

In shopping center

	Location	Costumer	Cleanliness	Merchandise	Price	Sales form	Features
Cold Storage (Buona Vista)	Star vista (Buona Vista)	Wide range (many westerns)	Level 5	Few fish	high	whole fish Packed	many meat and cheese
Cold Storage (Orchard)	Takashimaya (Orchard)	Wide range (many westerns)	Level 5	Many kinds of fish	high	Fillet Sashimi Packed	wide range family
Seafood Market Place by Song Fish	Star vista (Buona Vista)	Asian	Level 5	freeze fish	high	Frozen packed	fish from Japan
Isetan	Orchard	Asian (Many Japanese)	Level 5	many fish for Japanese	high	Fillet Sashimi Packed	many tourists Kyusyu fair

HDB



HDB

	Location	Costumer	Cleanliness	Merchandise	Price	Sales form	Features
Sheng Siong Suparmarket	Chinatown	Chinese	Level 4	many living fish and clams	low	preserve whole	Flog, flesh
Giant	Ang mo kio	Chinese	Level 4	some fish	low	whole Packed Chunk	Narrow

Wet market



Wet market

	Location	Costumer	Cleanliness (level 1 to 5)	Merchandise	Price	Sales form	features
CHINATOWN Wet market	Chinatown	Chinese	Level 1 garbage left	Many amount of fish	Middle	whole, dish sale	flog, jellyfish, sea cucumber, Stingray
TEKKA CENTRE	Little India	India	level 1 garbage left	Many kinds of fish	Middle	whole, by weight	prawn, mutton, no pork
TIONG BAHRU MARKET	Tiong Bahru	Wide range of race	level 3	Many kinds of fish and meat	Middle	whole, by weight	many tourists, Living ware, wide passage

FairPrice

- Founded by prime minister in 1983
- To stabilize food price
- The price is constant at any store



Used in a wide range of consumer

Discussion

- Difficulty of the new entry
 - Existing markets
 - Land price
 - Competitor
 - Entry to country was delay
- Singapore's circumstance of the car
 - Difficulty of using same business model as Japan



Proposals

- Impossibility of opening new store in Singapore
- New store in Malaysia
 - Iskandar project
- Taking advantage of the new express

Thank You