



AEON PROJECT

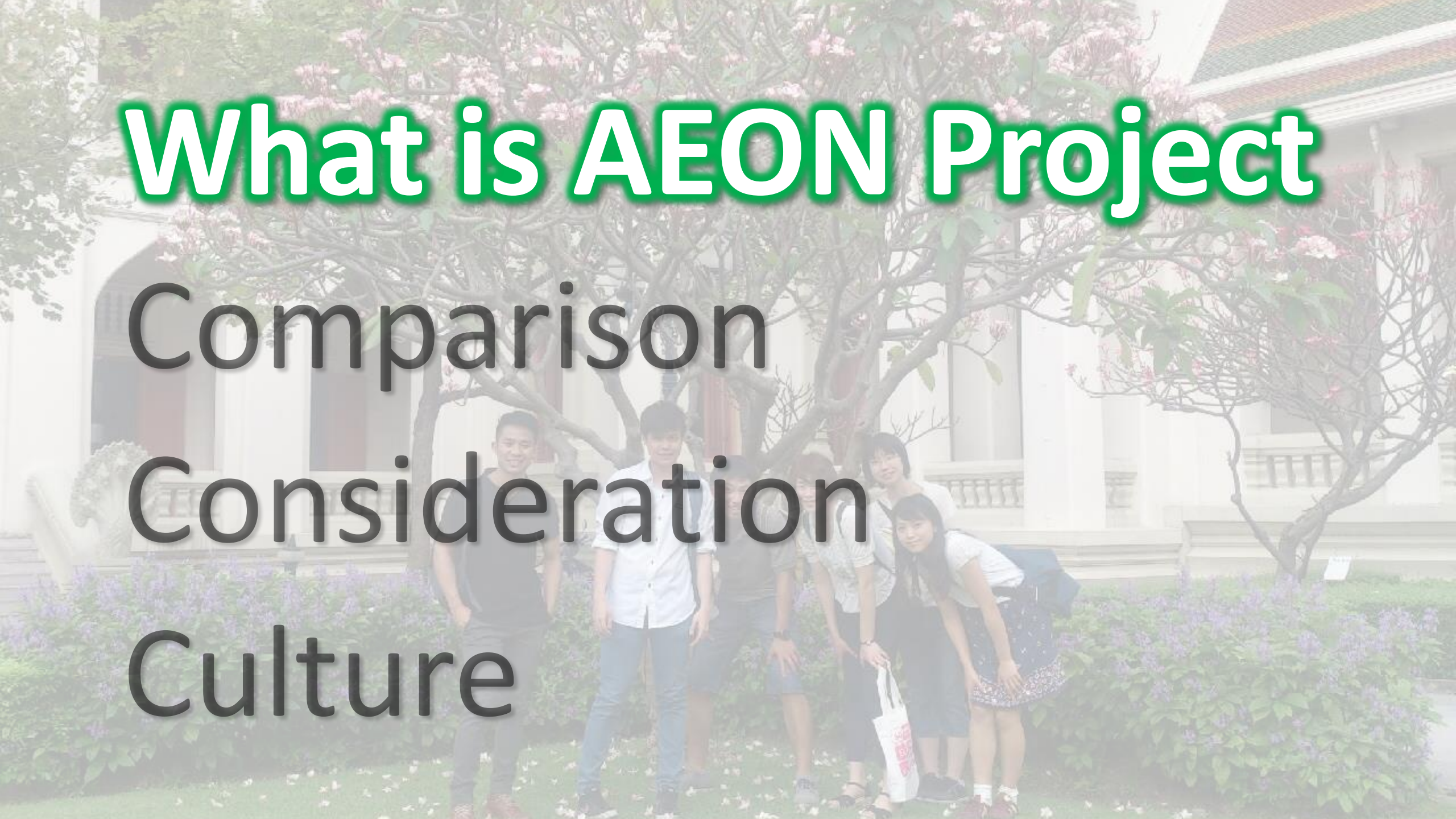
In Thailand

What is AEON Project

Comparison

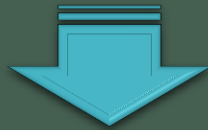
Consideration

Culture

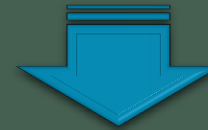


Our objective

Researching about the way to sell fish in Thailand



**Thai and
Japanese
culture**



**Presentation
in Japan**

A group of approximately ten people, including men and women of various ages, are seated around a large wooden conference table. They appear to be in a meeting or discussion. The room has a neutral-toned wall and a window with blinds in the background. A small basket with refreshments sits on the table. The overall atmosphere is professional and collaborative.

What is AEON Project

Comparison

Consideration

Thai culture



AEON in Japan

- ▶ 337,000m²
- ▶ 3 floors
- ▶ 706 shops

TESCO LOTUS

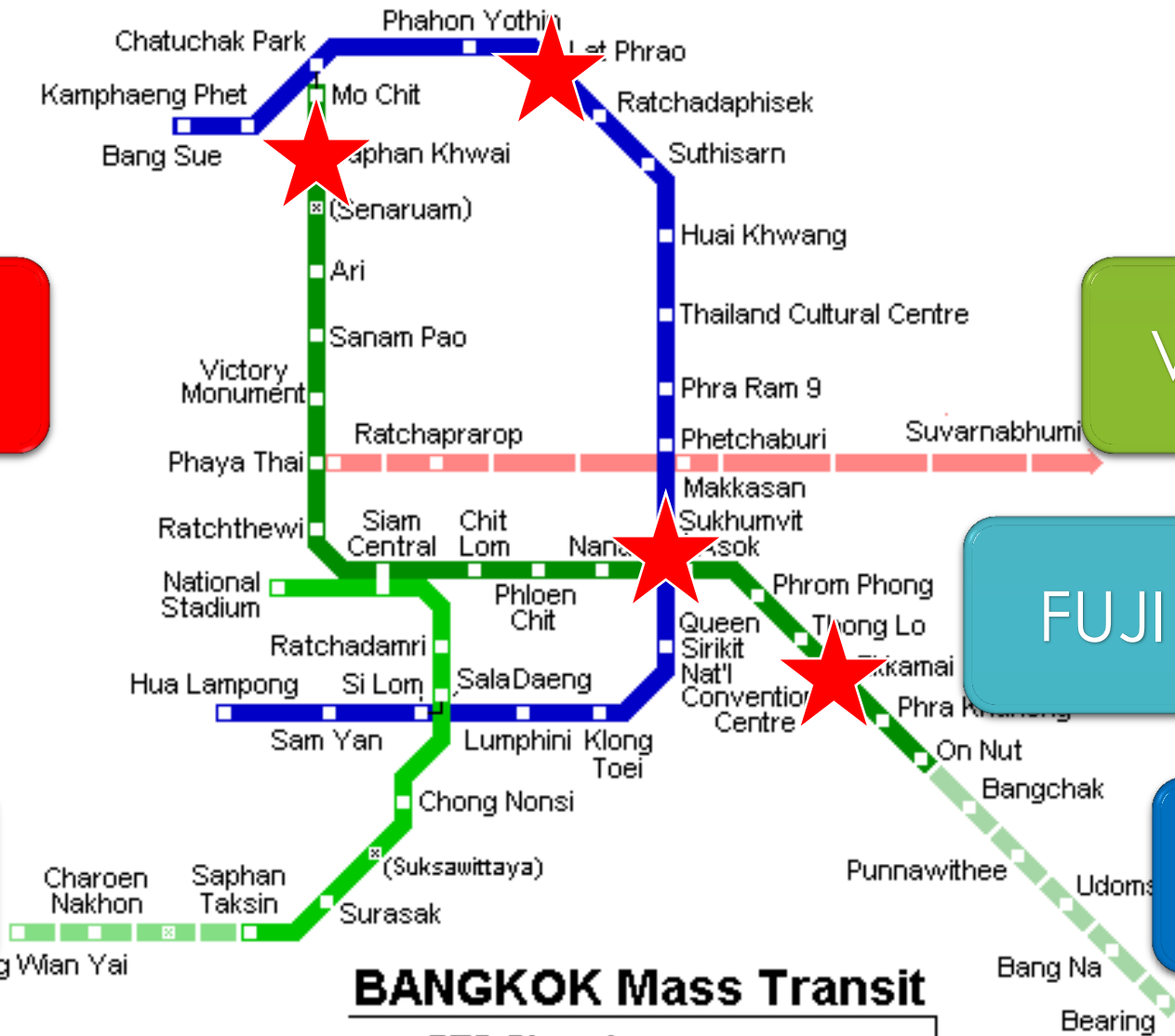
Big C

TOPS market

VILLA MARKET

FUJI supermarket

MAXVALUE



BANGKOK Mass Transit

- BTS Skytrain** (1999)
 - Sukhumvit Line
 - Silom Line
- MRTA Subway** (2004)

2007 © UrbanRail.Net (R. Schwandl)

Cutting way

Arranging way

Variety

JAPAN



THAI



Why?

A group of five people (three women and two men) are standing on a paved area in a park. In the background, there is a large, dark statue of a person on a pedestal, surrounded by lush green trees and a clear sky. The scene is brightly lit, suggesting daytime.

What is AEON Project

Comparison

Consideration

Thai culture

Questionnaire

This is the survey by the Japanese university students.
We're going to use the result of this survey in our presentation.
There're 8 questions.
Please cooperate with us.

問1 Do you have any points when you buy fish?※必須

- freshness
- price
- variety
- other

問2 Which is the suitable limit of eating raw fish?※必須

- a day
- 2-3 days
- 4-5 days
- more

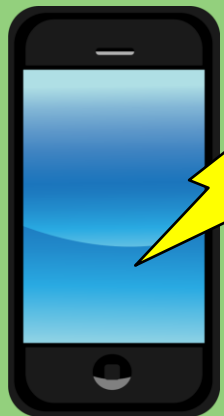
問3 What kind of fish and shelfish is the most popular in Thailand?※必須

過去の回答から選ぶ:

あるいは:

問4 How often do you eat salmon?※必須

- a week
- half of a month
- a month
- 2-3 monthes
- half of a year



Asking





CUTTING WAY

Carrying way

Easy to cut



What is the way of cooked fish which you eat well?

Similar to Japan



Carrying way



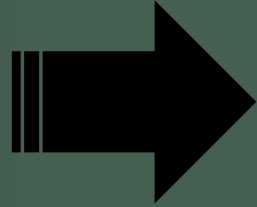
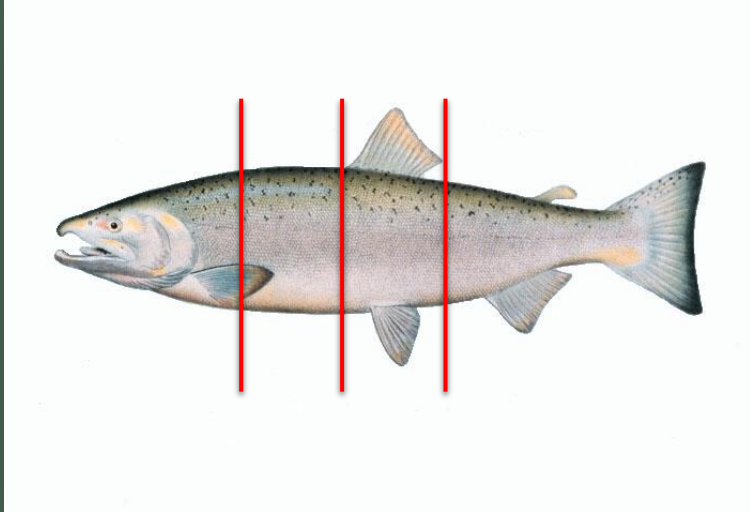
- grilled
- steamed
- fried
- eating raw
- boiled

Hot

+

Import





Easy!!



ARRANGING WAY



Save the effort

Big fish

Freshness

Do you have any points when you buy fish?

Freshness



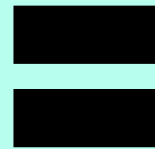
Appealing



■ freshness ■ price ■ variety

Points of freshness

Freshness



Juicy

Color

Luster

Juicy



Color

Luster



VARIETY

Lots of Big fish

Meal



Thailand has a lot of big fish



Mackerel



Tilapia



Salmon

Big cutting



Meal



A group of four people (two men and two women) are posing for a photo with a large, yellow, cartoonish mascot character. The mascot has a large head, blue eyes, and a smiling mouth. The people are dressed in casual attire, including t-shirts, a denim jacket, and a striped shirt. The background shows an outdoor setting with a building and some equipment.

What is AEON Project

Comparison

Consideration

Culture

A lot of salmon





Taste



Japanese restaurant

Recognition of freshness

Same



J
C
L

When buying fish



Supermarket



Local market



Freshness \leq cleanness

Japan

Thai

Freshness \geq cleanness

Meal



Separate



Meal

Sharing



A photograph showing the silhouettes of four people standing on a beach, looking out at the ocean during a sunset. The sun is low on the horizon, creating a bright glow and casting long shadows. The sky is filled with soft, wispy clouds. The overall mood is peaceful and reflective.

THANK YOU