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10 81	Iters parti	ernment's effort to spur the digital economy. "We aim to offer our customers a wholesome and enriching shop- ping experience, be it a physical store or via a click of a button. "We will also roll out similar imnovations in the near future," he said. "Shopee Malaysia category man- ager Tan Ming Kit commended Aeon Bigs move into e-commerce, saying Shopee was always ready to provide assistance to the hyper- market chain with marketing solutions to co-organising is touchpoints across the country
ng b	Hypermarket enters pa	8.0
05	Hypern	By RUBY LIM rubylim@thestar.com.my AEON Big customers can now sho on its official store on e-commerc platform Shopee. The hypermarket chain's exclu- sive partnership with Shopee doe not only offer the convenience of shopping but also allows custom- ers to stretch their money and enjoy great savings, in line with Aeon Big's mission to enhance its customer antisfaction. Aeon Big's official online store features a wide assortment of gro ceries and general merchandise tranging from food, kitchen and

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Speaking at the launch, Aeon-Big

range of product offerings when they shop on the platform," he

The Aeon Big official store on Shopee is further supported by

said.

their items delivered on Monday. Also present at the launch was Consumer Affairs Ministry chief secretary Datuk Badrul Hisham deputy Domestic Trade and Mohd.

guarantees next-day delivery with-in Klang Valley if orders are made public holidays), or their next ship-

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Shopee24 Express Delivery that

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Masayoshi Masuda said the com-

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Those who place orders on

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"They prefer to shop online for a

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nials, who are mostly tech-savvy.

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Going big on e-commerce platform

Monday, 02 Sep 2019

By RULIM



(From left) Badrul Hisham, Tan and Masuda inspecting the products available at Aeon Big.

AEON Big customers can now shop on its official store on e-commerce platform Shopee.

The hypermarket chain's exclusive partnership with Shopee does not only offer the convenience of shopping but also allows customers to stretch their money and enjoy great savings, in line with Aeon Big's mission to enhance its customer satisfaction.

Aeon Big's official online store features a wide assortment of groceries and general merchandise ranging from food, kitchen and home appliances to personal care, computer accessories and baby necessities at attractive deals.

Speaking at the launch, Aeon Big (M) Sdn Bhd managing director Masayoshi Masuda said the company was actively seeking new ways to engage and connect with customers more efficiently.

"They prefer to shop online for a convenient and seamless experience. This is in line with the government's effort to spur the digital economy.

"We aim to offer our customers a wholesome and enriching shopping experience, be it a physical store or via a click of a button.

"We will also roll out similar innovations in the near future, " he said.

Shopee Malaysia category manager Tan Ming Kit commended Aeon Big's move into e-commerce, saying Shopee was always ready to provide assistance to the hypermarket chain with marketing solutions or coorganising campaigns to further reaching its touchpoints across the country effectively.

"With Aeon Big on board, it also means that our 20 million users will get to enjoy the extensive range of product offerings when they shop on the platform, " he said.

The Aeon Big official store on Shopee is further supported by Shopee24 Express Delivery that guarantees next-day delivery within Klang Valley if orders are made by 2pm (excluding Sunday and public holidays), or their next shipment will be free.

Those who place orders on Saturday before 2pm will have their items delivered on Monday.

Also present at the launch was deputy Domestic Trade and Consumer Affairs Ministry chief secretary Datuk Badrul Hisham Mohd.

"The launch of the Aeon Big official store on Shopee shows that the company is prioritising innovation for the benefit for consumers.

"This will lead to a better shopping experience and a higher level of satisfaction among them.

"Online shopping is becoming increasingly common and I my hope that more retailers follow the footsteps of Aeon Big, venturing into the digital space and that more sellers will digitise their businesses to have multiple streams of incomes, " he said.