

# Going big on e-commerce platform

## Hypermarket enters partnership to offer greater convenience to customers

By RUBY LIM  
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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.

"The advancement of technology and digitalisation have seen consumers leading a different lifestyle in recent years, especially millennials, who are mostly tech-savvy.

"They prefer to shop online for a convenient and seamless experience. This is in line with the gov-

ernment'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 co-organising 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



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

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

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cial 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.

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By RULIM



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

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