

## **AEON Vietnam and Its Strategy for Positioning as a Sustainable Workplace**

AEON Vietnam, a leader in the retail sector as “Vietnam’s Best Place to Work”, focuses on building a comprehensive human resource development strategy. With the direction of “Nourish to Flourish,” AEON Vietnam commits to providing a sustainable workplace with career development opportunities and a healthy corporate culture originating from a Japanese retail group.

### **Strategy for Human Resource Development in the Top “Best Place to Work” in Retail Sector**

The global employment market and the retail sector have witnessed many changes post-pandemic. Amid unpredictable fluctuations, workers seek not only well-paying jobs but also opportunities for personal development and a workplace with a reputable, healthy culture.

According to a report by Anphabe at the beginning of 2024, despite the changing times, the talent trends over the past decade still focus on factors like income, job stability, and the ability to sustain development. Workers also prioritize choosing ideal, comprehensive work environments. The 2023 Talent Brand report from the perspective of the Human Resources department also indicates that learning and development remain top criteria as Vietnamese talents seek a workplace. The need to upgrade oneself and prepare for a future of changes has become even more critical amidst the pandemic's negative impacts. Especially for the younger generation, including Gen Z, the impact of a company through its positive contributions to society is also a factor of interest

As a business with a history of more than 265 years, AEON Group in its long-term vision recognizes Vietnam as one of two key markets alongside Japan in its strategy to intensify investment with many advantages and favorable conditions for continued growth. Alongside its mission to enrich the lifestyle of customers, AEON Vietnam always aims to nurture and develop high-quality human resources for the retail sector and the locality, thereby contributing to the socio-economic development wherever AEON is present.

Inspired by the idea of the AEON Career Garden, AEON Vietnam emphasizes creating a work environment where each talent is nurtured, has space to grow, and supports each other, creating a lasting and holistic beauty. The human resource strategy at AEON Vietnam is based on three pillars of value: Sustainable Career Development - Sustainable Work Culture - Sustainable Business, aiming to build a happy work environment that brings sustainable careers for all talents, where each individual can have “Nourished Own Identities” and “Flourish in their Career”. This is seen as both a “magnet” to attract talents and a “glue” that binds the staff together with the company.



*AEON Vietnam commits to providing a Sustainable Workplace with the direction “Nourish to Flourish”*

Ms. Nguyen Thi Ngoc Hue – General Manager of Strategic Human Resources Management at AEON Vietnam shared, “AEON Vietnam understands that innovating the direction of human resources to attract and retain talents is essential. In an era of many fluctuations, talents always hope to see a strategy and long-term investment of the enterprise in developing people to prepare them for a future of changes. Therefore, AEON Vietnam will continue to actualize the mission of the leading Retailer to create a work environment where each individual can nurture their own quality and build a flourishing career.”

### **Strategy of AEON Vietnam to Realize Goals and Commitments**

- **Sustainable Career Development**

AEON Vietnam considers talent development as one of the key strategies alongside continuous business growth, constantly encouraging AEON People to challenge themselves. At AEON Vietnam, each individual has the opportunity to choose their career development path in two directions: Generalist and Specialist.

2024 is seen as the year AEON Vietnam truly accelerates, expanding its business nationwide, expected to inaugurate a General Merchandise Store and Supermarket in Hue at the end of 2024, along with two centers in Ho Chi Minh City and Hanoi, while also opening new specialty stores and smaller supermarkets. This increases the recruitment demand to 9000 personnel, opening up diverse career opportunities for both external human resources and AEON Vietnam’s internal staff.

AEON People are provided with various forms of learning and training at the company to proactively enhance their expertise and leadership capabilities. AEON Vietnam also offers a policy to sponsor 50% of the tuition for external training courses for employees. The company also focuses on enhancing the quality of advanced training programs for the retail sector such as the Retail Trainee program with 05 levels of training in merchandise and system operations. Additionally, AEON

Vietnam supports employees in participating in skill-enhancement courses specifically for management levels, such as the Junior Management Program (JMP), Basic Management Program (BMP), New Management Program (NMP) organized by AEON Group.



*AEON Vietnam accompanies and supports employees to leverage their strengths and equip them for their career development journey through various training activities*

The enterprise is also implementing many activities to train the successor leadership team through the strategy of diversifying work experience and experience in multiple regions, gradually expanding to multinational countries in the region, and shaping a long-term global leadership team.

- **Building a Sustainable Corporate Culture**

A sustainable work culture is the foundation for the comprehensive workplace that talents always seek. At AEON Vietnam, the "Sustainable Work Culture" is built on two main elements: promoting an open dialogue culture and a strong commitment to core values.

The company encourages unleashing individual potential through various dialogue activities such as Career Coaching; one-on-one dialogues; team dialogues and discussions on "Empathetic Leadership"...





*At AEON Vietnam, a sustainable work culture is the foundation for the comprehensive workplace that talents always seek.*

Furthermore, core values such as Integrity, Fairness, Transparency, and Ethics are consistently upheld throughout all company activities. Specifically, the company proactively provides transparent information about business conditions; salaries and bonuses; and expansion plans to employees monthly; commits to not reducing staff during tough times but focuses on optimizing productivity and adopting technology to save costs; and prioritizes caring for the mental and physical health of employees through flexible working policies and maintaining an enhanced health insurance package.

Annually, AEON Vietnam conducts surveys to measure the level of employee engagement with the company so that it can understand the aspirations and needs of the employees regarding the work environment and timely adjust its HR policies to attract and retain talents.

- **Building a Sustainable Business**

As one of the leading retailers from Japan with a long history, AEON understands that economic development is not enough when the company needs to consider the impacts on the environmental and societal environment, joining hands with the community towards a bright and happy future.

The commitment to sustainable development with a long-term and well-planned strategy allows AEON Vietnam to collaborate with customers to create shared values through three aspects: Economic, Environmental, and Social. The retailer continuously launches various activities that create conditions for employees to participate, thereby increasing engagement and contributing together to the sustainable development values of the locality such as tree planting on

environmental

day,

AEON

Ekiden

relay

race...



*AEON Vietnam aims to become a sustainable business with numerous activities in collaboration with the local community*

In June and July 2024, AEON Vietnam will organize a series of Mass Recruitment to prepare the workforce for upcoming expansion plans. The Mass Recruitment events are expected to take place over five days; in three cities: Ho Chi Minh City, Hanoi, and Hue, and are expected to attract about 5000 candidates to interview and seek job opportunities at AEON Vietnam.





*Mass Recruitment events series organized by AEON Vietnam in June-July 2024 are expected to attract over 5000 candidates*

For more information, please visit AEON Vietnam's website at [corp.aeon.com.vn](http://corp.aeon.com.vn) or check out job vacancies at the official recruitment page, Grow with AEON.

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