

AEON MALL Co., Ltd.

Promotion of economic revitalization by creating an EC platform scheme in the Kingdom of Cambodia



Objective of the project

Compared to other ASEAN countries, Cambodia has a smaller market and fewer sales channels for retailers, making it difficult for them to enter the market. Because there is no platform for e-commerce, which has been expanding globally in recent years, and there is no way for customers to purchase goods.

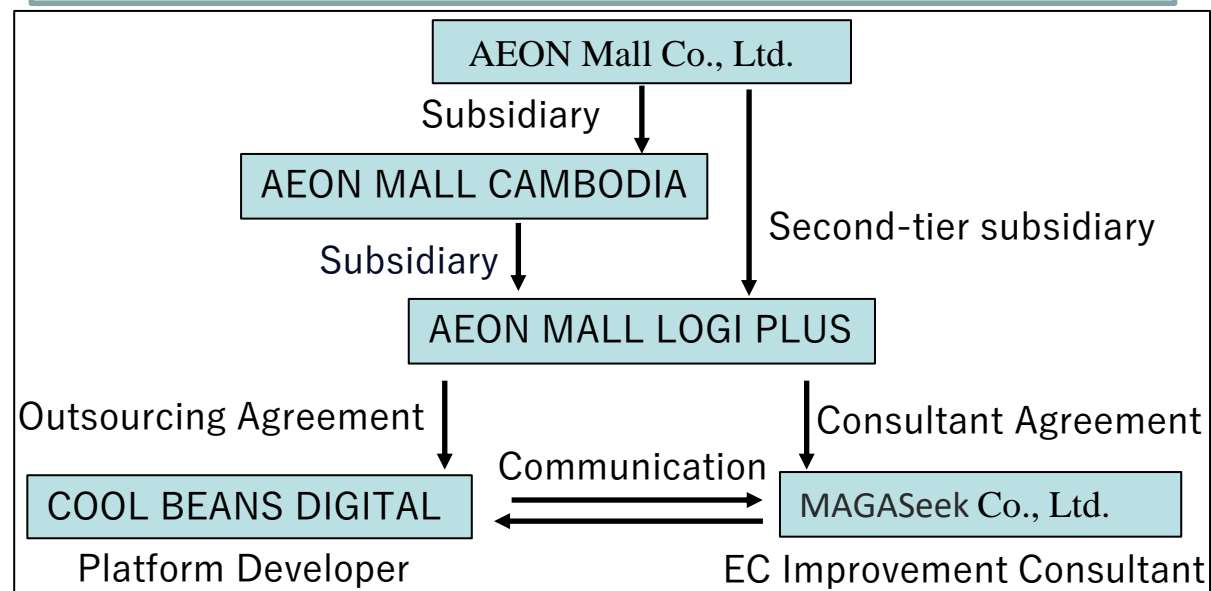
This project is the first domestic effort to build a cross-border EC business platform with a local development vendor in Cambodia, and will create a new scheme for commercial distribution in Cambodia.

Targeted economic/social issues

In Cambodia, the famous EC malls have not yet entered the market, and the number of domestic marketplace players is very limited. In addition, the number of EC users per population is only about 33% (in 2020), making the Cambodian EC market very small at present. On the other hand, Cambodia is maintaining high economic growth, and consumption trends are expected to become more active, given the background of a young population and rising incomes. New consumer needs are expected to become the driving force of the economy. In addition, the development of roads, payment method, and communication infrastructure is progressing, and the foundation supporting economic activity is steadily advancing.

On the other hand, the rising cost of living in urban areas is driving people out of the urban areas, and the decline in the urban household population is stagnating demand growth. In this context, Cambodia boasts a cell phone ownership rate on par with that of Japan, and as communication centered on SNS is flourishing, shopping needs in the digital sphere are increasing, as in other countries. Therefore, the entry of new marketplaces will be the key to growth in Cambodia, and the market is expected to develop rapidly in the future as the EC culture spreads along with the new marketplaces. In addition, as a global trend in EC marketing, it will be important to build a consumer purchasing base through UX promotion using user recommendations, mainly for Generation Z and Alpha, digital marketing through SNS, and OMO measures that connect the border between real and digital worlds.

Cooperation with local companies/governments



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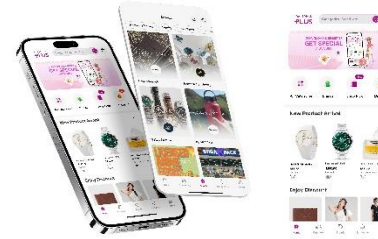
Demonstration period

September 2022 - January 2024

Details of demonstration

Utilizing our track record and brand power cultivated through the operation of commercial facilities, we established Cambodia's first EC platform with a local company that can handle cross-border products, and developed a new lifestyle in Cambodia where all kinds of products can be purchased online. The development of this business has greatly lowered the hurdles to entering the Cambodian market, and has also greatly expanded business opportunities for companies that have already established operations in Cambodia by expanding their sales channels. In addition, Cambodia has the potential to expand the EC market in the ASEAN region, attracting Thai and Vietnamese companies from neighboring countries, and expanding business in Laos, where the EC market has not yet expanded, using Cambodia as a base. At the same time, in cooperation with the Cambodian government, a bonded, non-resident warehouse was constructed at the Sihanoukville International Port. This has made it possible to enter the Cambodian market without having a local corporation, creating an environment in which Cambodia, which has been difficult to enter in the past, can be widely used as a new market, offering new options to companies entering the market and encouraging more active participation.

Project outcome / Future plans



AEONMALL PLUS



AEONMALL CAMBODIA Sihanoukville FTZ Logistics Center

Through this project, we were able to build an e-commerce platform, including cross-border transactions, by leveraging our knowledge of commercial distribution and brand power in Cambodia, which we have cultivated through our commercial facility management business. This has greatly reduced the hurdles to entering the Cambodian market, and has also expanded business opportunities for companies that have already entered the market by expanding their sales channels.

In addition, the establishment of a bonded, non-resident warehouse scheme has made it possible to expand the EC market in the ASEAN region with Cambodia as the axis, attracting companies from neighboring countries and enabling business expansion into Laos, where the EC market has not yet expanded.

In the future, we will continue to upgrade our EC platform (continuous improvement of UI/UX, expansion of delivery areas), effectively localize promotions, and build a cooperative framework with the Cambodian government to support companies entering the market by utilizing the bonded and non-resident warehouse functions at the Sihanoukville International Port. We will also continue to cooperate with the Cambodian government to support companies entering the market by utilizing the bonded non-resident warehouse functions at the Sihanoukville International Port.