

**The 7 Steps -  
September**



**1. CONTEXT**

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.



**2. QUESTIONS**

Read the listening questions to check your understanding. Look up any new vocabulary.

**Listening Questions 1**

1. How many companies does Aeon Group include and where is it headquartered?  
\_\_\_\_\_.
2. What happened in 1970?  
\_\_\_\_\_.
3. How did Aeon diversify its business?  
\_\_\_\_\_.
4. When did Aeon start its push into Asia and what country did they start in?  
\_\_\_\_\_.
5. How many shopping malls does Aeon have and in how many countries?  
\_\_\_\_\_.

**3. LISTEN**

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

**Listening Questions 2**

1. What program did Aeon start in 1991 and what does it involve?  
\_\_\_\_\_.
2. How many trees have been planted as of February 2017?  
\_\_\_\_\_.
3. What are the 5 key components of 'Smart Aeon' stores?  
\_\_\_\_\_.
4. How many 'eco-stores' are there, and what are they characterized by?  
\_\_\_\_\_.
5. What is Aeon Group's aim for females in management positions by 2020?  
\_\_\_\_\_.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

**Discussion Questions**

1. Do you think Aeon's diversification has been successful?
2. How has Aeon's CSR activities enhanced their reputation as a company?

## TRANSCRIPT 1

### 4. CHECK ANSWERS



Read through the transcript and underline the answers. Check them against your own answers.

Have you ever gone shopping at one of Aeon's supermarkets or shopping malls? Aeon is the holding company of Aeon Group, which **constitutes** over 300 retail and financial companies and has its headquarters based in Makuhari, Chiba. Originally established in 1926, it became Japan United Stores Company, or JUSCO in 1970 after a merge of 3 traditional Japanese retailers. It was renamed 'Aeon' in 1989, which originates from the Latin word for 'eternity'. It is now the largest shopping mall developer and operator in Japan.

Aeon made the decision to **diversify** its business, establishing its convenience store business Ministop in 1980 and its credit service in 1981, which now constitute part of Aeon Group's business. Based on its sales figures of 8.2 trillion yen of revenue in 2016, Aeon Group is the second largest retailer in Japan behind 7&i Holdings, and the 10<sup>th</sup> largest in the world.

Aeon Group's current aim is to become the number 1 regional retailer in Asia. The origin of this overseas expansion started back in 1985, when they opened the first overseas mall in Malaysia. This continued with rapid expansion into China and Hong Kong, and more recently the focus has been on South East Asia. Attempting to **enrich** the lives of those in less fortunate economies, they opened their first mall in Vietnam and Cambodia in 2014, Indonesia in 2015 and finally Myanmar in 2016. Aeon currently has 274 shopping malls globally in 13 countries.

### 5. CHECK VOCABULARY



Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

#### MATCH THE SYNONYMS BY DRAWING LINES BELOW:

Constitute

Interconnect

Diversify

Sustain

Enrich

Incorporate

Conduct

Expand

Engage

Improve

Conserve

Undertake

### 6. READ ALOUD



Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

## TRANSCRIPT 2

An area of CSR where AEON is quite influential is its environmental activities. Aeon launched its Hometown Forests program in 1991 under its motto 'Planting seeds of growth – We are Aeon.' Trees are often planted in the surrounding areas of their shopping malls to make them a place for people to visit and enjoy themselves. Tree planting activities are also **conducted** in the countries where they have their malls, and as of February 2017, 14 441 925 trees have been planted.

In 2013, Aeon launched their 'Smart Aeon' stores, which **engage** their local communities and focus on 5 key areas of **conserving** energy, disaster prevention, respecting the biodiversity of the area, convenient transportation, and a consistent Internet and IT environment to help control all of these factors. There are now 10 of these malls throughout Japan, part of a total of 23 'eco-stores' which reduce CO<sup>2</sup> emissions by at least 20% more than regular shopping malls.

In terms of diversity, Aeon Group has set itself some lofty targets. Of the 520 000 employees they had employed as of 2017, they aim to have 30% of management positions held by women, which will increase to 50% by 2020.

### 7. SHADOWING



Read aloud at the same time as the audio without reading the transcript. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

1	2	3	4	5
1	2	3	4	5