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JD unveils mini c-store concept in China

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Chinese e-commerce giant JD launched a new convenience store concept, Mini Shop, in late July in Xi'an, Shaanxi province. While the size of a regular JD convenience store is around 80-150sqm, the new Mini Shop is about 15sqm.

JD Mini Shop features prepared food and refreshments, snacks and stationery. Customers can check out automatically and contactless with a service that utilises JD's facial-recognition technology.

"The cost of opening such a shop is quite lower," said store owner Kehao Zhao. "In less than half a month, the store's turnover can already cover the cost of rent, workers, and water and electricity bills. And it keeps rising."

The store offers a self-service shopping experience for professionals working nearby. Customers can order items online via JD Convenience Store Go, a WeChat app for delivery straight to their workplace.

JD's Mini Shop can be adjusted and made adaptable to different retail needs, says a company's blog

entry.