



Staff-less bookshops emerge as book retail revolutionises in China

无人书店掀起书店新零售浪潮

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New technologies have undoubtedly become an important factor in the transformation of book retail industry in China and the key objective of this transformation is to provide more user-friendly and convenient services and more diverse reader experiences to the consumer. In order to provide better services to both online and offline consumers, many bookshops in China cooperate with online platforms such as Tmall, and even make use of robots and face recognition technologies to revolutionise the landscape of physical bookselling—staff-less bookshops.

China's first staff-less bookshop, Zhida Bookshop, opened on 23rd April in Shanghai with the cooperation with Tmall, an online retail giant of the country. The bookshop and Tmall look forward to bringing the smart bookshop that can offer seamless online and offline shopping experience to readers into the reality, like Amazon Go does in Seattle. In its 94 square meters of indoor area, Zhida Bookshop has a stock of over 3,000 titles of literary fictions and popular social science books.

Zhida Bookshop belongs to the parent company of Shanghai Yueyue Books Co. Ltd. Its location near



The first staff-less bookshop 'Abu' launched in London and branch of Shenzhen Book-city

Fudan University and the high school attached to it gives the bookshop a solid consumer base of well-educated young readers. As a complement to the physical bookshop, the official Tmall shop of Yueyue Books makes the browsing of more diverse titles convenient for online consumers. It also facilitates the analysis of online book sales in order to guide the offline promotion and book-related events, therefore combining organically the consumer loyalty in online and offline environments between the brand of Yueyue books and readers.

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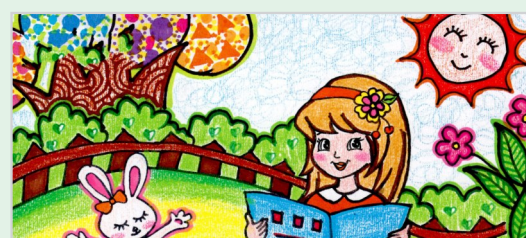
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