

In Prague subways, virtual grocery stores enable shopping by phone



Regular Springwise readers may recall our coverage of Tesco's effort to offer [grocery shopping by smartphone on South Korean subways](#), and recently we came across a similar initiative in the Czech Republic. Through a partnership between global brand [P&G](#) and [Mall.cz](#), Prague's four busiest subway stations now include virtual grocery stores that offer shopping by phone for delivery at home.

Launched last month, the new, virtual subway grocery stores feature oversized wallpaper or posters with product pictures and prices, simulating the look of product-filled shelves in a real, bricks-and-mortar store. When consumers see an item they need, they can simply point their iOS or Android-based mobile phone at the associated QR code and it will automatically submit the order to the online store, where it can be completed. The shopper then receives a message to confirm delivery time; free second-day delivery is guaranteed.

The new virtual grocery stores will be available until the end of 2011, according to a [P&G press release](#), with extra product categories added as the holidays approach. Other brands and retailers around the globe: be inspired!

Website: www.pg.com/en_US/index.shtml and www.mall.cz
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