



Habitat by honestbee

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## SUPERMARKET OFFERS E-COMMERCE STYLE PAYMENT AND DELIVERY SERVICES

 TELECOMMUNICATIONS

### An Asian online company brings robots and e-commerce to its first retail store

**Spotted:** Singapore retailer honestbee is the latest online retailer to bring e-commerce services to a physical retail store. The 60,000 square foot space called habitat is a grocery store and eatery. The aim is to make shopping fun and the paying and collecting part, as easy as it is online. With ten items or fewer, shoppers can scan their own items using an app and leave with their purchases. With more than ten items, shoppers can leave their purchases in a trolley and the store — a robot in this case — will scan and pack them. Like with online purchases, they are delivered to your door, or there's an option to pick them up at a collection point.

Customers enter the space by scanning a QR code given when they download the app, which charges all transactions to a shopper's online account. The first habitat supermarket opened in Singapore in October.

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## Takeaway:

The company is joining a growing number of online retailers -- [Amazon](#) and [Alibaba](#), as examples -- who are testing out models that give customers the best of both worlds. A real shopping experience with the convenience of e-commerce payment and delivery systems. What makes honestbee worth mentioning is that it's genuinely using technology to make things more convenient for customers and enhance their experience. The technology allows shoppers to use a QR code and then leave their trolleys for the company (with help from robots) to sort out and deliver. Over the past decade, we have seen retailers use automation to reduce their workforces (and potentially save people money) but then leave customers to do much of the work. Consumers may not put up with that model for much longer, especially amidst competition from more consumer friendly brands.