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Headline: PUC Partners Smuzcity to Fortify Online-to-Offline Services



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KUALA LUMPUR: PUC Bhd has teamed up with local technology firm Smuzcity Bhd to market and sell Jingdong Logistics Group X Department (JDX) products on the Presto digital platform and further strengthen the company's online-to-offline (O2O) services.

In a bourse filing yesterday, PUC said its wholly-owned subsidiary PUC Ventures Sdn Bhd had entered into a memorandum of understanding with Smuzcity to set up a Jingdong unmanned technology-enabled store in Quill City Mall here for the Jingdong unmanned supermarket project.

The store will display and sell products from China and Asean via the O2O model.

"Shoppers will only need to scan a QR code to enter the unmanned store, pick their favourite products off the shelves and walk out from the store.

"The product payment will then be charged to their account accordingly," PUC group managing director and chief executive officer Cheong Chia Chou said in a separate statement.

He added that the company is enhancing the financial element of the Presto ecosystem by introducing credit and more payment features for greater user exposure.

Smuzcity is the first partner of China's JD Logistic Group's logistics innovation lab known as JDX in conducting the Jingdong X unmanned business project in Malaysia.