

Frisco.pl launches Poland's first virtual store in the Metro

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Frisco.pl, a portfolio company of MCI Management has launched the first e-supermarket in the Warsaw Metro. Passengers travelling through Centrum station on the first metro line can now order food products from the online deli using their smartphones.

The app that enables shopping in the supermarket at the Metro Centrum station is available free of charge in the App Store for iPhone and Google Play for smartphones using Android. The walls on both sides of the station were wallpapered with graphics depicting store shelves with over 150 products at attractive prices. Once installed, the app allows scanning barcodes of products located on virtual shelves, which then go to the virtual shopping cart of the actual store, and from here once the client confirms the order they will be delivered by Frisco at the chosen time to the client's address.

- With the growing popularity of online shopping, the needs and expectations of clients in terms of food products are also rising. That is why these days it pays off to be a step ahead of the industry by using innovation. The virtual Metro store is a one-of-a-kind undertaking on the Polish e-commerce market. It utilizes barcodes, which have become increasingly popular with smartphone users in recent years - explains Grzegorz Bielecki, President of Frisco.pl - We want to show our clients they no longer have to go to a supermarket for their daily groceries, because using the Frisco mobile app they can order any necessary products practically anywhere and at any time, even while they wait for the subway train to arrive. For us, the virtual store is mainly a public relations activity to build brand awareness - he added.

The Metro supermarket offers a wide selection of food products ranging from fresh bread, vegetables and fruit, through dairy and meat products to sweets and beverages. The virtual store shelves at the Metro Centrum station also include hygiene and domestic care products. What is important, with the mobile app clients can begin their shopping in the Metro and later finish it at home by logging onto their account because

the previously selected products are saved in the shopping cart. This is because the Frisco.pl app's gives access to the full offer of the online supermarket featuring more than 12,000 products.

We are happy to observe the dynamic growth of Frisco. Since our investment, the company thanks to its innovative approach to online shopping and exceeding the needs of clients shopping for groceries has consequently strengthened its leading position on the Warsaw e-deli market. This latest campaign successfully endorses that image - says Tomasz Czechowicz, Managing Partner of MCI Management.