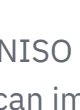
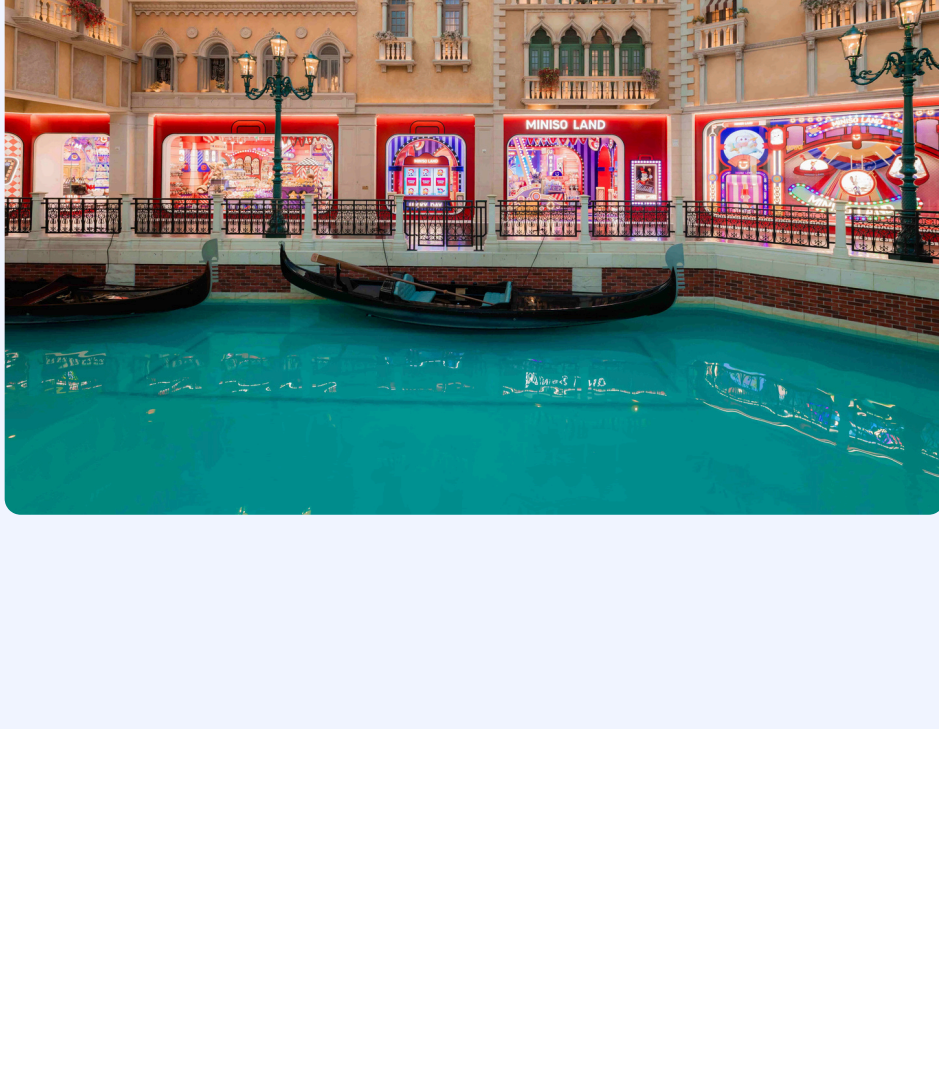


How MINISO Uses AI and Digital Workflows to Support Its Growing Global Business

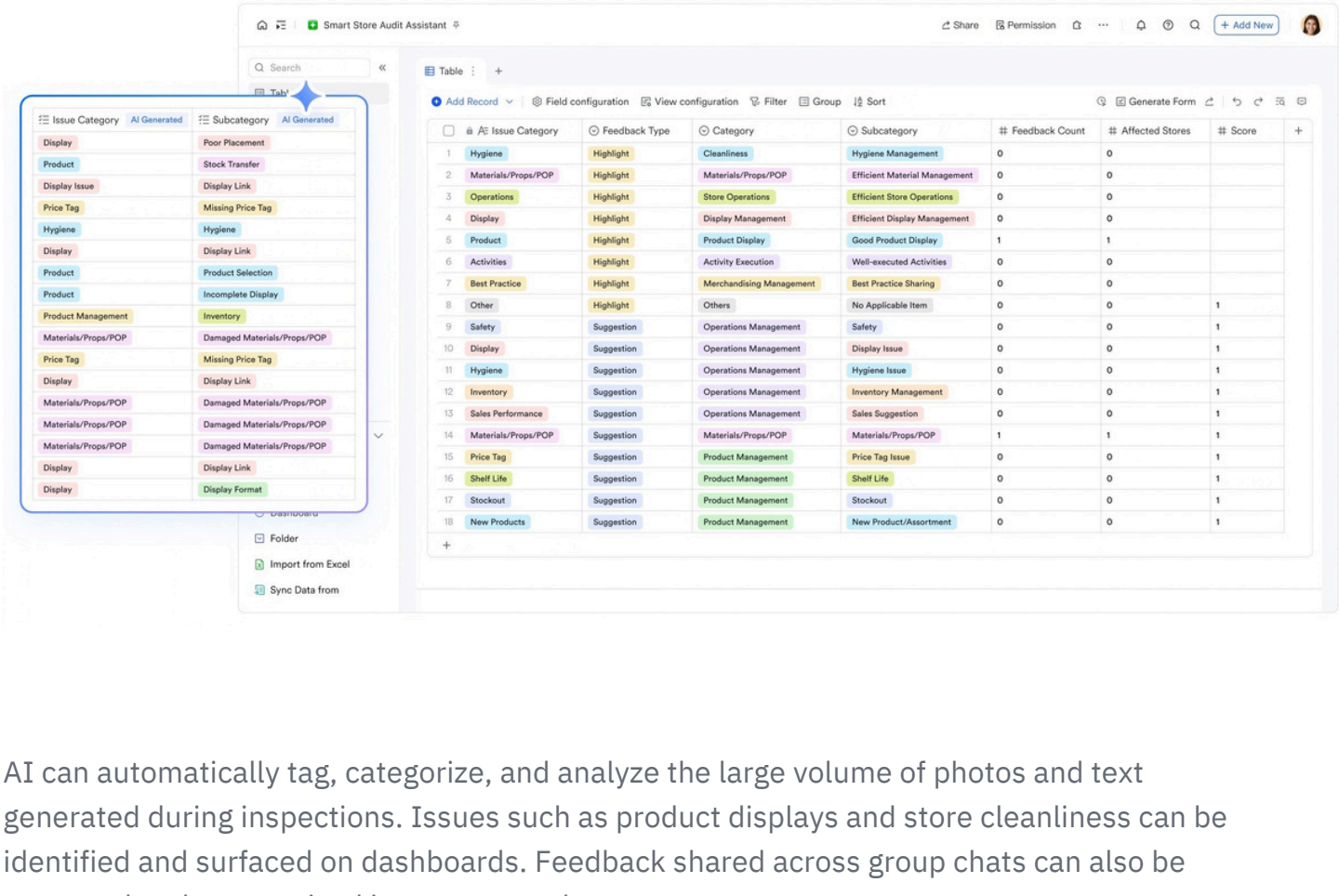
As MINISO expands globally, it is using AI and digital workflows to improve efficiency across store operations and R&D. AI-powered inspections help headquarters identify and resolve store issues faster, while standardized workflows and better data visibility help its 200+ person R&D team respond to growing digital demands. Together, these changes are helping MINISO build more scalable ways of working across its global business.



Company Profile

Founded in 2013 and headquartered in Guangzhou, China, MINISO has grown into a global lifestyle retailer with more than 8,200 stores worldwide as of March 31, 2026. Guided by its mission, "Life is for Fun," MINISO delivers fun, functional, and affordable IP products to consumers worldwide. The company has collaborated with more than 180 globally renowned IPs while also developing its own original IPs.

Industry	Company Size	Location
Retail	1,0,000 +	Global



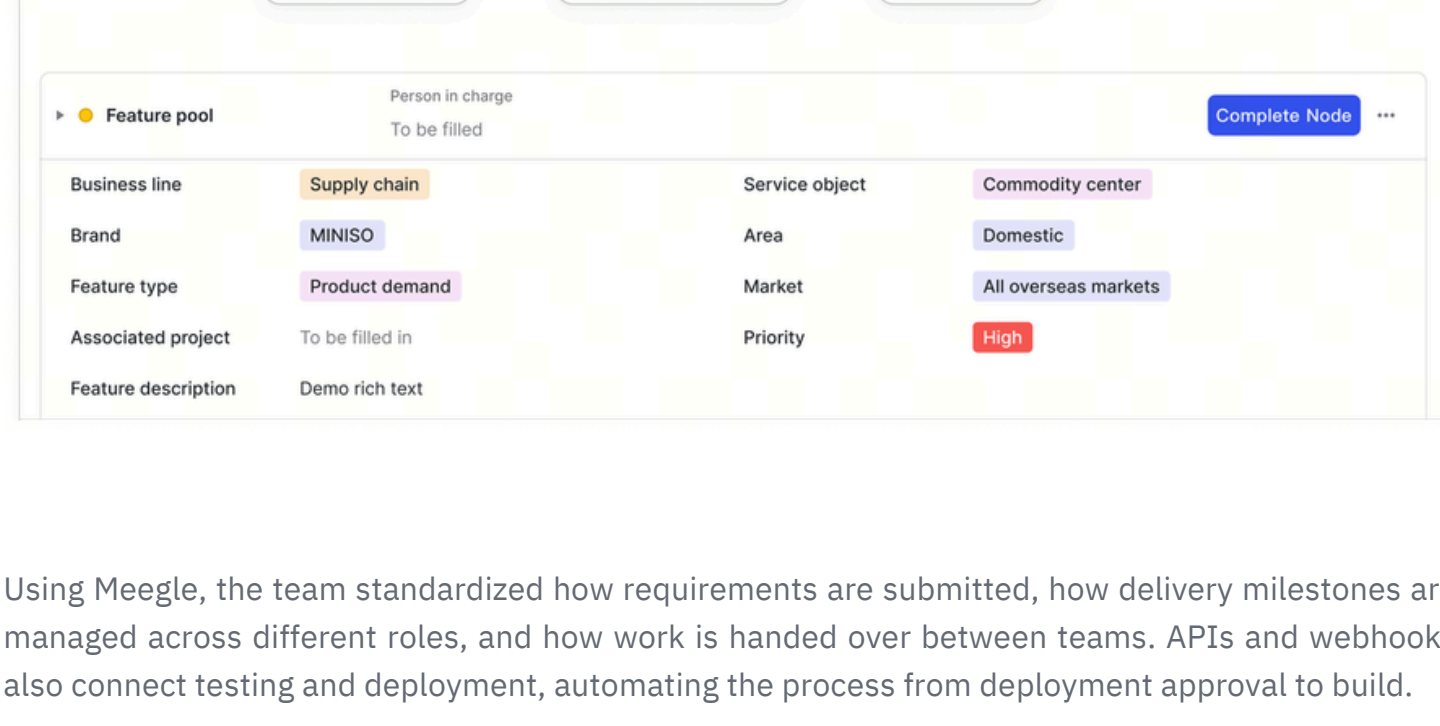
AI can automatically tag, categorize, and analyze the large volume of photos and text generated during inspections. Issues such as product displays and store cleanliness can be identified and surfaced on dashboards. Feedback shared across group chats can also be extracted and summarized into structured reports.

Instead of waiting for teams to manually consolidate inspection results, managers can see what is happening across stores sooner and identify which issues require follow-up. Once an issue is identified, the same workflow takes it through corrective action and review, helping teams follow it through to resolution.

To date, MINISO has completed more than 11,000 online store inspections, improved store inspection efficiency by 51x, and increased the issue resolution rate from 6% to 94%. As Li Liliao, General Manager of China Operations at MINISO, said:

"This is not only a leap in efficiency, but also a successful example of redesigning business processes with low-cost tools. When Lark's capabilities are combined with the business team's understanding of tools and creativity, even everyday workplace features can become a way to improve how the business operates."

How a 200+ person R&D team supports more than 7,800 stores worldwide



Using Meegle, the team standardized how requirements are submitted, how delivery milestones are managed across different roles, and how work is handed over between teams. APIs and webhooks also connect testing and deployment, automating the process from deployment approval to build. This gives teams clearer visibility into progress and deliverables across product planning, development, testing, and final review, while helping them identify project risks earlier. As these processes were put in place, on-time delivery across key workflow milestones increased from approximately 87% to 93.5%.

Turning R&D data into clearer management insights

Once these processes were standardized, MINISO took the next step: using the data generated through its R&D work to support management and decision-making. The product and R&D team uses Meegle to track metrics across delivery, quality, productivity, and resources. This gives management a clearer view of where resources are being allocated, how efficiently teams are delivering, the quality of that work, and the volume of requirements being handled. Previously, tracking metrics such as on-time delivery and the time taken to complete a requirement meant exporting data from different places, aligning definitions, and cleaning the information manually. Now, data is captured as work progresses and can be analyzed directly through dashboards.

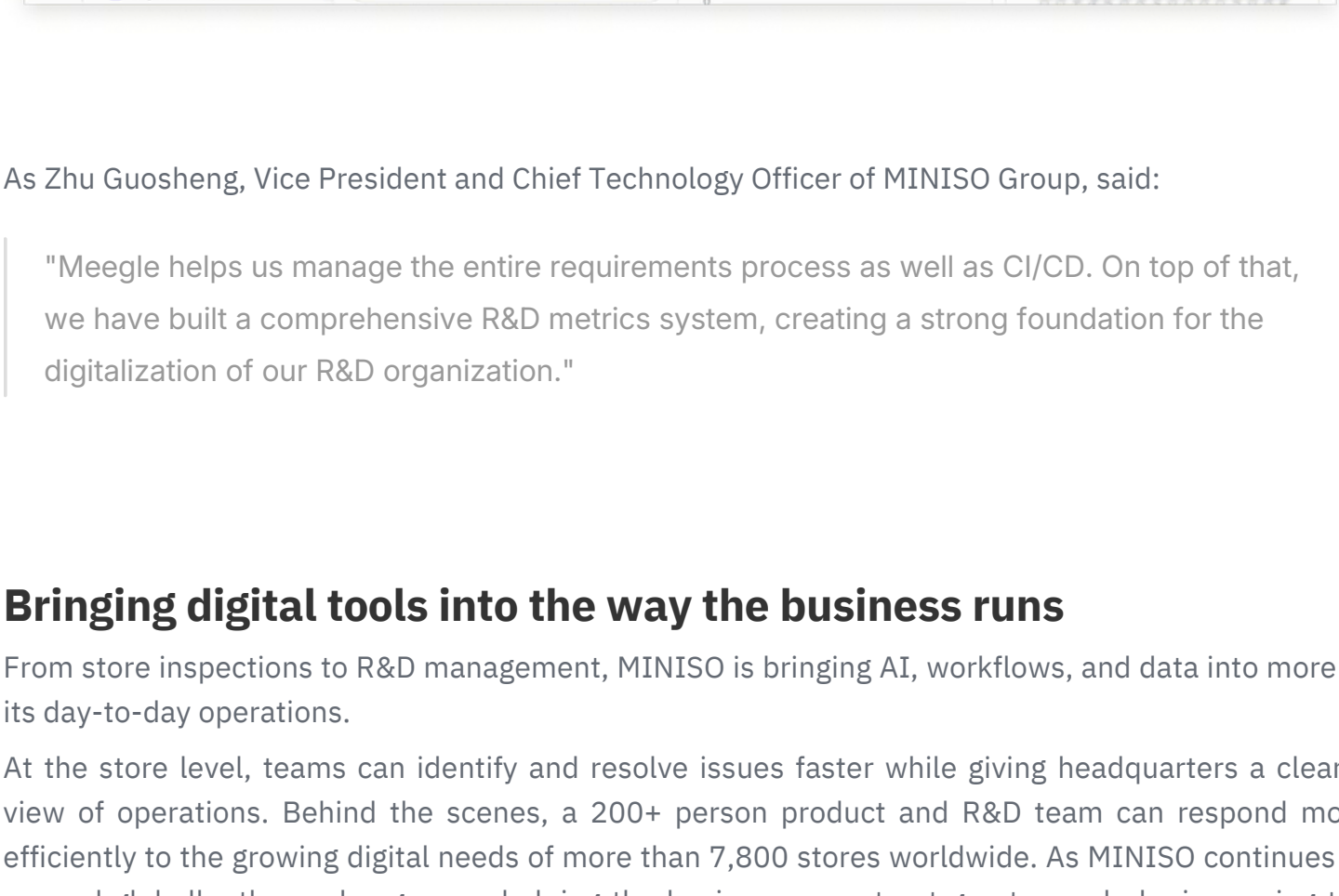
Meegle AI Assistant takes this a step further by helping managers turn that data into analysis. Using natural language, managers can specify the time period, business line, work items, and metrics they want to review. AI then pulls the relevant data, analyzes it, and generates a structured report. Common analyses can also be saved as templates and scheduled to run automatically.

This means monthly reviews that previously required teams to manually pull data, check definitions, and prepare reports can increasingly be generated automatically.

For example, during a delivery review, the AI assistant can analyze delivery performance and resource allocation and generate a report covering both areas.

As MINISO has standardized its R&D processes and made greater use of the data generated through them, the impact is showing up in delivery. Before these changes, the average delivery cycle for a requirement was 21 days. Today, it has been reduced to 11 days.

With roughly the same team size, the volume of requirements delivered has doubled.



As Zhu Guosheng, Vice President and Chief Technology Officer of MINISO Group, said:

"Meegle helps us manage the entire requirements process as well as CI/CD. On top of that, we have built a comprehensive R&D metrics system, creating a strong foundation for the digitalization of our R&D organization."

Bringing digital tools into the way the business runs

From store inspections to R&D management, MINISO is bringing AI, workflows, and data into more of its day-to-day operations.

At the store level, teams can identify and resolve issues faster while giving headquarters a clearer view of operations. Behind the scenes, a 200+ person product and R&D team can respond more efficiently to the growing digital needs of more than 7,800 stores worldwide. As MINISO continues to expand globally, these changes are helping the business operate at greater scale by improving the processes that connect frontline operations with the teams and systems behind them.