

Retail Concept Description*



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Company Name:
Company Address:
Person of Contact (full name, function, email address and phone number)**:
Website:
Company History:
Company Experience on Belgian Market: Company Experience on International Level:
Operated stores/concepts in other locations (airport name, name of shopping mall, etc.):
Last annual Turnover:
Number of staff employed globally:
Indicative GRP (Gross Rating Point)/Year:

Concept Details & Location	
Concept name:	SQM (m ²):
Concept details: Type of Retail: If Retail Specialist: USP's: 1. 2. 3.	General Brand/ Logo:
Average margin within the market for the product category concerned:	Indicative Average Ticket Value:
Area at the airport:	Net sales/SQM:

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Concept type :	Potential starting date (indication Year and Quarter):
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Detailed description of the Concept and indication on the Look and Feel

Please chose one method:

Text if applicable,

Target/ Segment

<input type="checkbox"/> Departing Passengers	<input type="checkbox"/> Single traveller	<input type="checkbox"/> Meeters & Greeters
<input type="checkbox"/> Arriving Passengers	<input type="checkbox"/> Family	<input type="checkbox"/> Staff
<input type="checkbox"/> Transfer Passengers	<input type="checkbox"/> Group travel	
<input type="checkbox"/> Leisure Passengers	<input type="checkbox"/> Occasional traveller	
<input type="checkbox"/> Business Passengers	<input type="checkbox"/> Golden traveller	
<input type="checkbox"/> Low Cost Passengers	<input type="checkbox"/> Foreign nationality	
	<input type="checkbox"/> Belgian nationality	

Age

<input type="checkbox"/> 18-35	<input type="checkbox"/> 35-55	<input type="checkbox"/> 55+
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Product Category(ies) and Brand names
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

Compulsory Opening Hours: 15 – 20 hours/day
Possibility to ensure this schedule:

Interaction concept		
<input type="checkbox"/> Instore	<input type="checkbox"/> Online	<input type="checkbox"/> Press

Marketing		
<input type="checkbox"/> Newsletter	<input type="checkbox"/> Online	<input type="checkbox"/> Press
<input type="checkbox"/> Event	<input type="checkbox"/> Field	<input type="checkbox"/> Promotion material
<input type="checkbox"/> Other Communication Initiatives		

Category Management & Price setting (TOP 10)		
Products list	Brussels Airport	Downtown
e.g. Water 25cl, still	€	€
	€	€
	€	€
	€	€
	€	€

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	€	€
	€	€
	€	€
	€	€
	€	€
	€	€

Other Details

Quality	Infrastructure needs
<input type="checkbox"/> Fair price vs. quality <input type="checkbox"/> Product presentation focus <input type="checkbox"/> Instant survey via QR-code <input type="checkbox"/> Luggage space landside needed <input type="checkbox"/> Foreign language focus <input type="checkbox"/> Added value for the passenger <input type="checkbox"/> Added value for BAC	<input type="checkbox"/> Electricity- Amp indication <input type="checkbox"/> Data cabling <input type="checkbox"/> Water Supply <input type="checkbox"/> Water Drain <input type="checkbox"/> WIFI <input type="checkbox"/> Air-conditioning <input type="checkbox"/> Others: <input type="checkbox"/> Duration of implementation (from location delivery by BAC to operational start):

Overall Concept Evaluation (Reserved to BAC)