

## SERVICES Concept Description\*



Send this document to [commercial.info@brusselsairport.be](mailto:commercial.info@brusselsairport.be)

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

<b>Concept Details &amp; Location</b>	
Concept name:	SQM (m <sup>2</sup> ):
Concept details:  Speed of service:  USP's: 1. 2. 3.	General Brand/ Logo:
Net sales/SQM:	Indicative Average Ticket Value:
Area at the airport:	Role of airport within business model:
Concept type:	Potential starting date (indication Year and Quarter):

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## Detailed description of the Service and indication of the Innovation level

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+ |
|--------------------------------|--------------------------------|------------------------------|

## Compulsory Opening Hours: 15 – 20 hours/day

Possibility to ensure this schedule:

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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	€	€
	€	€
	€	€
	€	€
	€	€
	€	€
	€	€
	€	€
	€	€
	€	€
	€	€
	€	€
	€	€

## 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"/> Electricity- Amp indication <input type="checkbox"/> Data cabling <input type="checkbox"/> WIFI <input type="checkbox"/> Water Supply <input type="checkbox"/> Water Drain <input type="checkbox"/> Air-conditioning

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<input type="checkbox"/> Added value for BAC	<input type="checkbox"/> Others:  <input type="checkbox"/> Duration of implementation (from location delivery by BAC to operational start):
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### Overall Concept Evaluation (Reserved to BAC)

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