

## Food&Beverage Concept Description\*



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

### General Information on the Company

<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>Staff Payroll:</b>

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

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<b>Detailed description of the Concept and indication on the Look and Feel</b>
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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<b>Compulsory Opening Hours: 15 – 20 hours/day</b>
Possibility to ensure this schedule:
Covered Food Moments:
<input type="checkbox"/> Breakfast 4.30 – 9.30
<input type="checkbox"/> Morning 9.30 – 11.00
<input type="checkbox"/> Lunch 11.30 – 14.00
<input type="checkbox"/> Afternoon snack 14.30 – 17.00
<input type="checkbox"/> Empty Fridge 17.00 - 19.00
<input type="checkbox"/> Diner 19.00 - 22.00
<input type="checkbox"/> 24/24; 7/7

<b>Food preparation</b>		
<input type="checkbox"/> Back of house	<input type="checkbox"/> Front of house	<input type="checkbox"/> Back & front of house

<b>Trends</b>
<input type="checkbox"/> Customisation (Personalization for and by an individual consumer)
<input type="checkbox"/> Glocal (Local experience combined with global travel experience )
<input type="checkbox"/> Hybridisation (Numerous brand and service offers within a single retail space)
<input type="checkbox"/> SoLoMo (Social, Location and Mobile based technology)
<input type="checkbox"/> Transcient (Spaces that change and adapt to market conditions )
Explain:

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<b>Marketing</b>		
<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		

<b>Category Management &amp; Price setting ( TOP 10 product offer)</b>		
Products list	Brussels Airport	Downtown
e.g. Water 25cl, still	€	€
	€	€
	€	€
	€	€
	€	€
	€	€
	€	€
	€	€
	€	€
	€	€
	€	€
	€	€

## Other Details

<b>Infrastructure needs</b>
<input type="checkbox"/> Electricity- Amp indication
<input type="checkbox"/> Data cabling
<input type="checkbox"/> Water Supply
<input type="checkbox"/> Water Drain

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- |   |
|---|
| <input type="checkbox"/> Air-conditioning   |
| <input type="checkbox"/> WIFI   |
| <input type="checkbox"/> Iced Water   |
| <input type="checkbox"/> Hot Water  |
| <input type="checkbox"/> Cold Water   |
| <input type="checkbox"/> Soft Water   |
| <input type="checkbox"/> Others:  |
| <input type="checkbox"/> Duration of implementation (from location delivery by BAC to operational start): |

## General Information on operating at the airport (add this part to all lists?)

Following standard conditions should be taken into account:

- A fee/unit expressed in percentage of sales
- A MAG (Minimum Annual Guarantee) – a minimum percentage of the sales that the concession commits to pay on year basis
- Recharges & fixed fees (electricity, water, insurance, storage room, ...)
- Others: to be determined according to contract

Overall Concept Evaluation (Reserved to BAC)