

TRAVEL PLAZA  
Hoofddorp



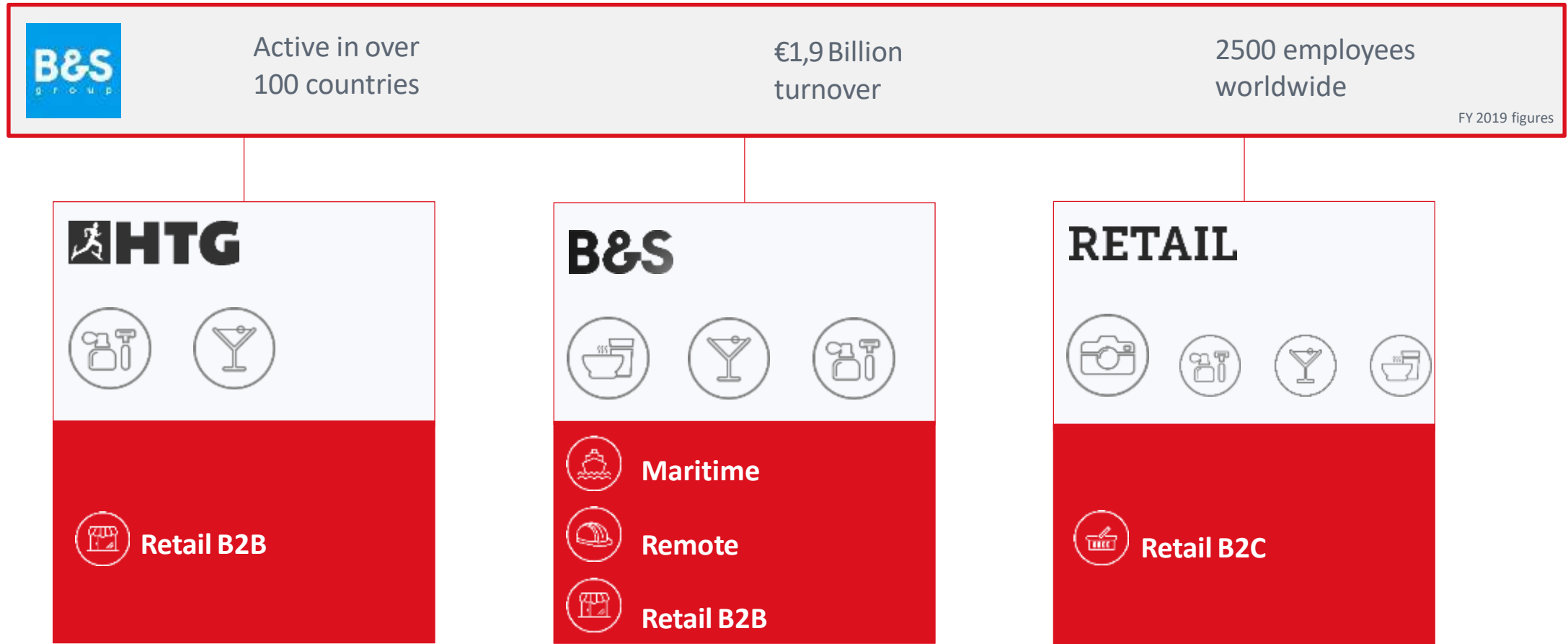
TRAVEL LUXURY  
Hoofddorp

THE TRAVELLERS ELECTRONICS COMPANY

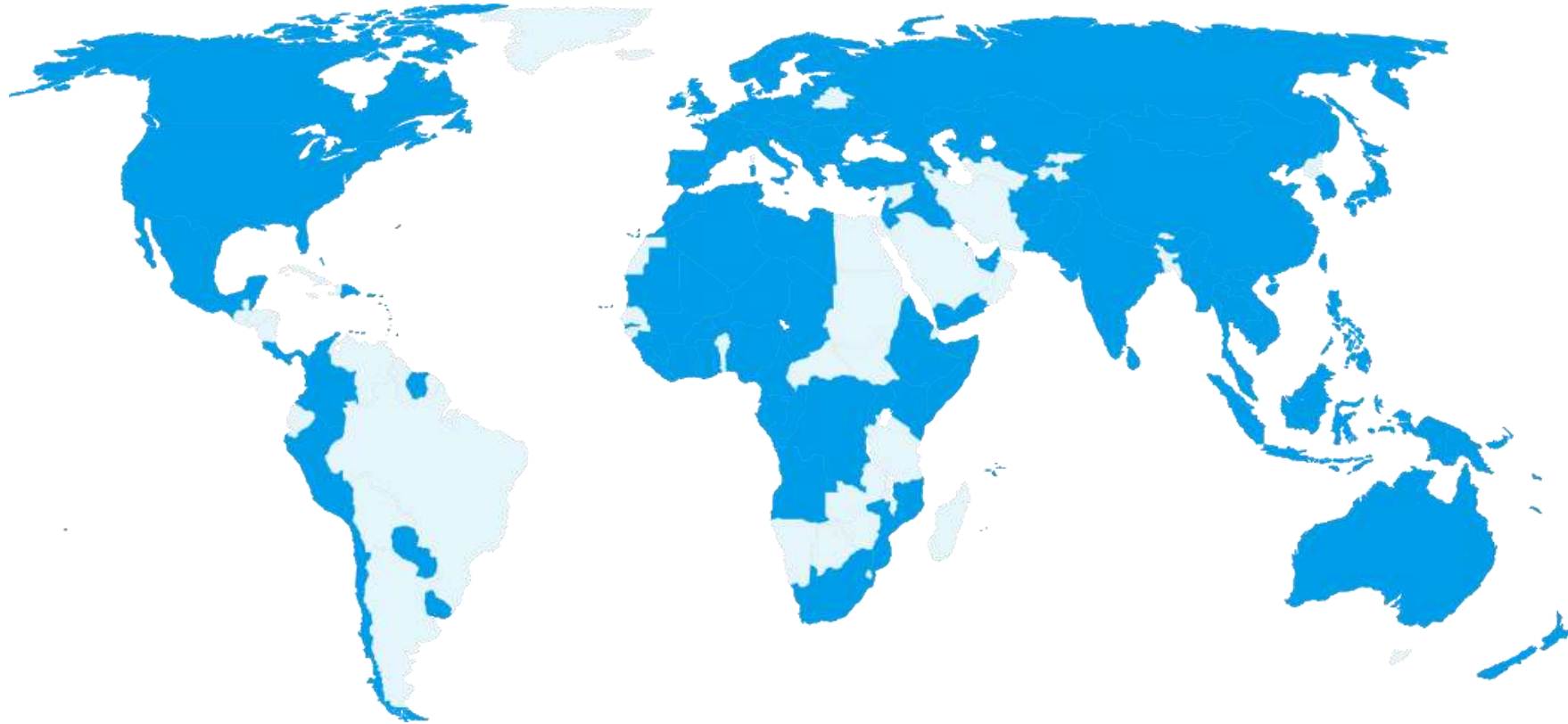
# Introduction to Capi Travel Plaza & Travel Luxury: Multi-category retail concept

# B&S Group S.A.

Capi is part of the B&S Group, an international value adding distributor of Consumer Goods in over 100 countries. The Group is divided into three business segments of which Capi is the airport retail brand within the Group.



# Activity B&S Group S.A.



Retail B2B



Maritime



Remote



Retail B2C

**B&S**



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# B&S Retail

## Military



## Airport



## Cruise



# Capi Travel Retail brands

## Capi TTEC - Electronics



## Capi TP – Multi-category



## Capi TL – Multi-category



# Locations Retail

Specialty Airport Retail Electronics

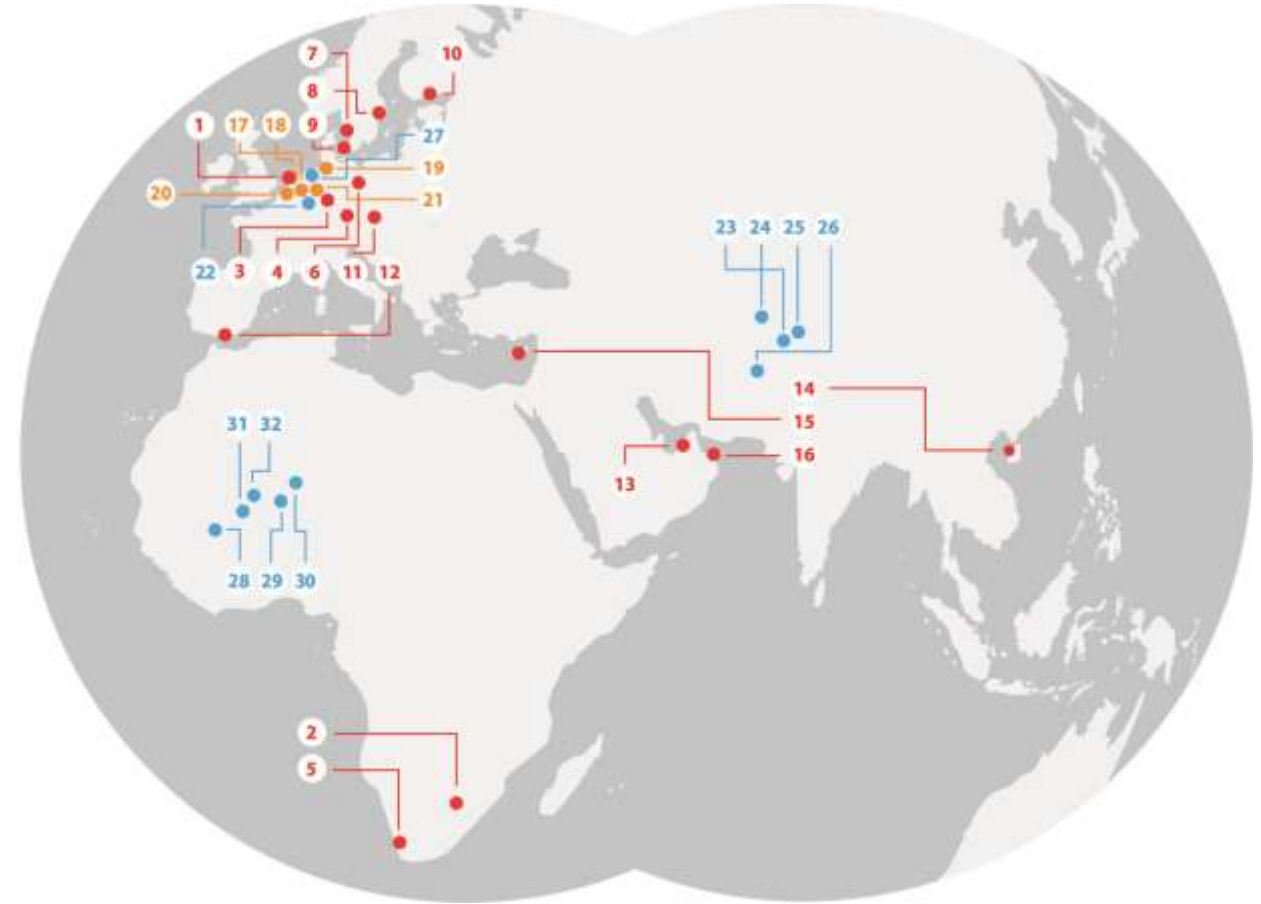
01	Amsterdam	1957
02	Johannesburg	1999
03	Frankfurt	2003
04	Munich	2005
05	Cape Town	2009
06	Berlin	2013
07	Gothenburg	2013
08	Stockholm	2013
09	Copenhagen	2015
10	Helsinki	2017
11	Vienna	2017
12	Malaga	2020
13	Abu Dhabi	2021
14	Hainan	2014
15	Cyprus	2015
16	Muscat	2017

Multi-Category Retail

17	Eindhoven	1999
18	Amsterdam	2014
19	Bremen	2016
20	Rotterdam	2019
21	Weeze	2019

Military Retail

22	Brunssum	1999
23	Kabul	2009
24	Mazar-El_Sherif	2009
25	Green Village	2009
26	Kandahar	2009
27	Eibergen	2010
28	Bamako	2015
29	Gao	2015
30	Kidal	2015
31	Timbuctu	2015
32	Mopti	2015





**TRAVEL PLAZA**  

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# Multi-category retail concept



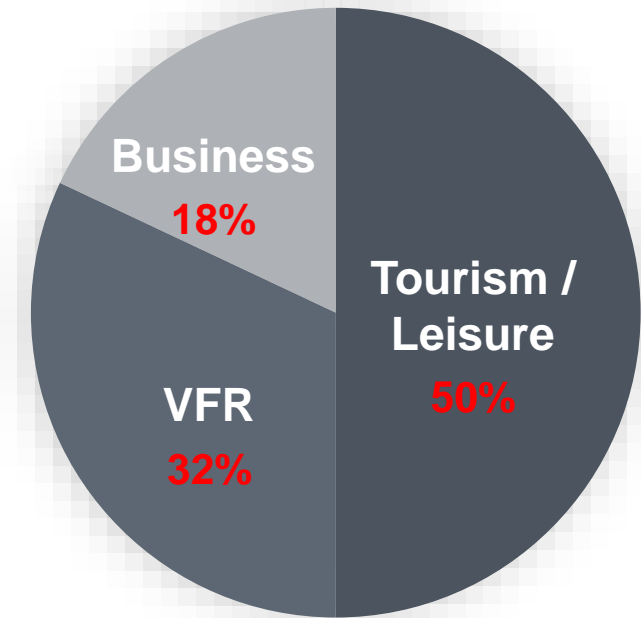
- Focus on regional airports
- A modular store concept
- Travel Plaza connects all the categories
- Focused product group worlds
- Volume and grab & go products
- Categories: Books & Magazines, Perfumes & Cosmetics, Liquor, Tobacco, Electronics, Fashion, Confectionery, Kids/Toys, Souvenirs



# Buying behaviour of travellers

- Buying motives
- Buyers' needs
- Bremen vs. Eindhoven

Travel type



■ Tourism / Leisure    ■ VFR    ■ Business

# The imaginary customer at Eindhoven Airport

Responding to buying motives and specific consumer behaviour

Leisure



Janssen family



Robin & Co



Ger & Riet



Lars & Nicole

Business



Vladimir

Buying motives focused on: Travel & Stay

Destination

# Four pillars



ALLURE



ACCESSIBLE



VOLUME



LOCAL HERITAGE

# Pillar 1: Allure

Our stores have allure. We offer travellers an appealing store with trendsetting Look & Feel. Each category has its own ambiance but are connected with each other.



# Pillar 2: Accessible

In a way the store is accessible for every type of travellers, regarding their budget. We offer them value for money items.



# Pillar 3: Volume

Focus on certain high rotating product categories with Special Offer deals and packages.



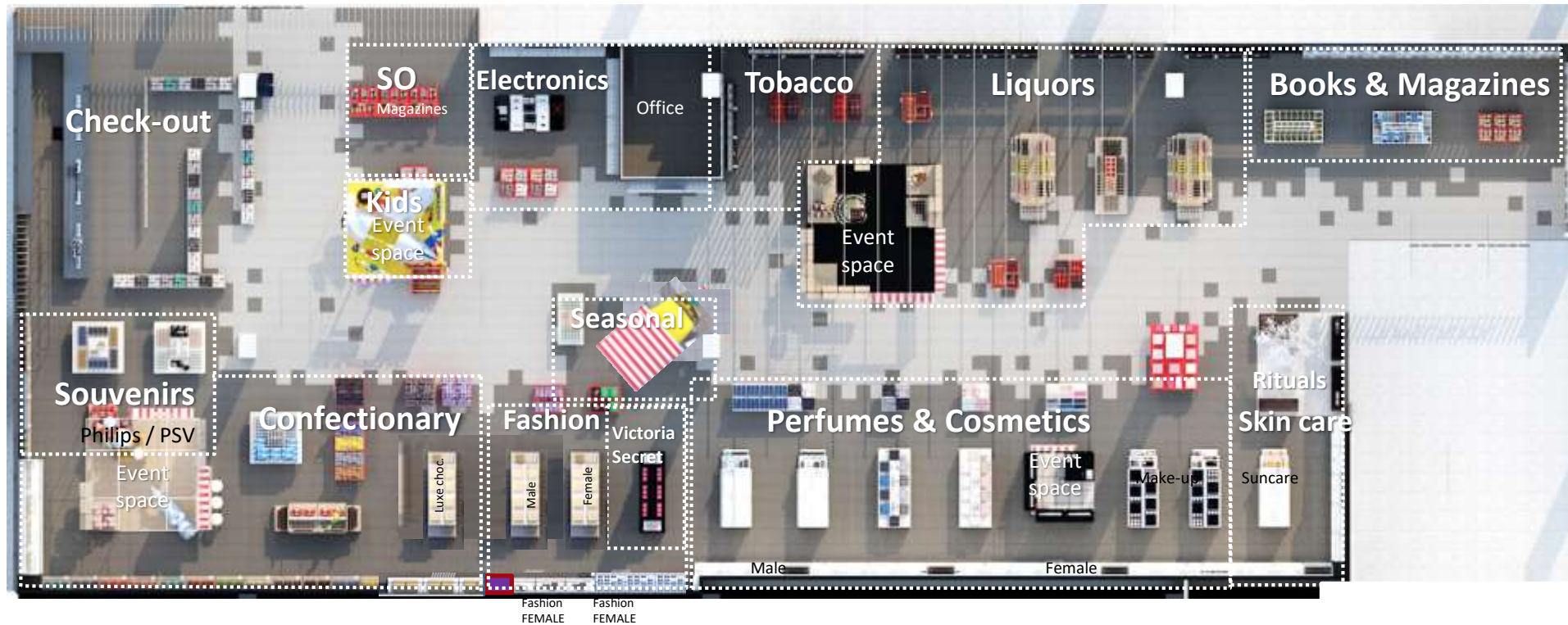
# Pillar 4: Local heritage

We find it important to have a connection with the region. Therefore, local heritage items are essential in our store so we can truly connect to the region with an assortment complemented by local brands and local products.



# The journey starts at the airport

Eindhoven Airport: Main Store, 740 m<sup>2</sup>



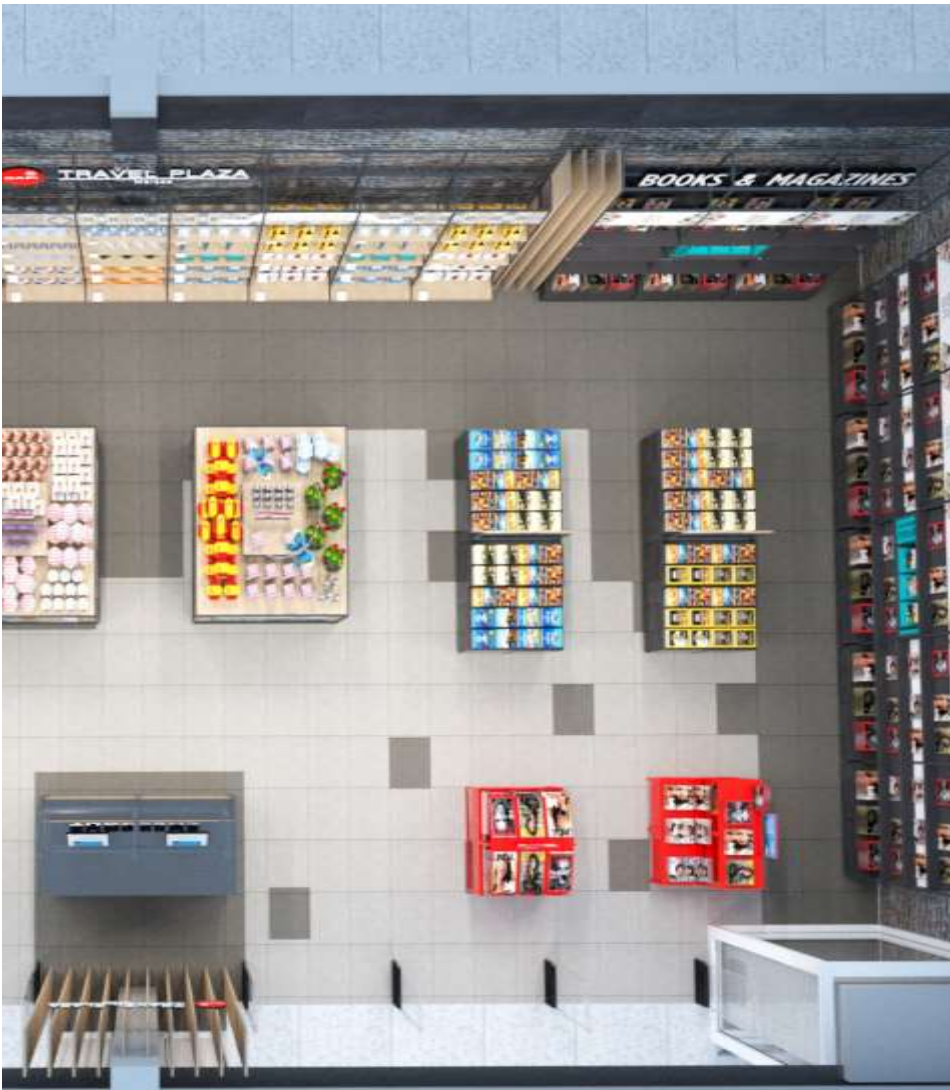


# Passenger flow



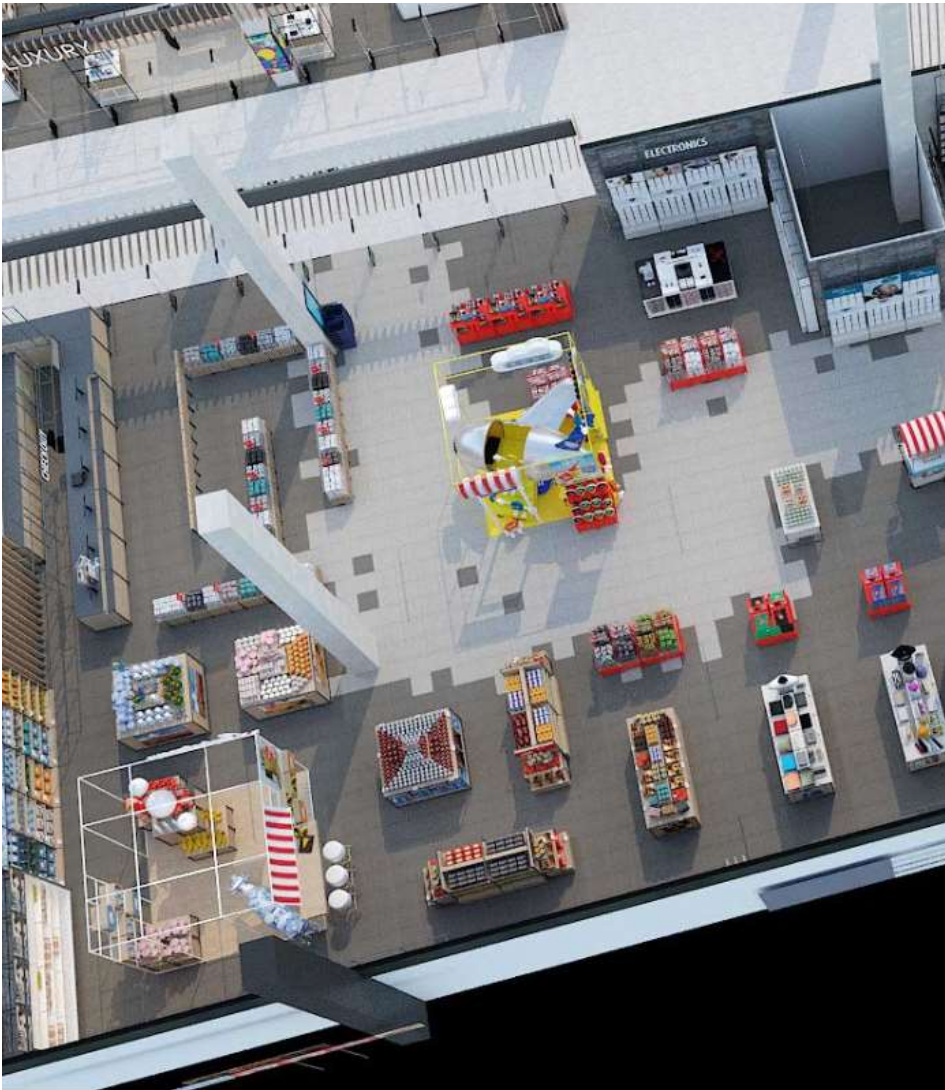
- Use of a scattered floor
- The aisle is at least 3 meters wide
- Distinction between men, women and children:
  - Women: left side of the store (P&C, Fashion, Bags, Sunglasses)
  - Men: right side of the store (L&T, Electronics)
  - Kids: at the counter (returning traffic)

# Modular concept



- Makes adjustments to the layout possible so the store remains relevant and inspiring; respond optimally to customer needs
- Makes it possible to roll out the concept to other airports

# Exit



- The exit is as appealing as the entrance
- Open and wide exit ensures good flow (buyers vs. non-buyers)

# TRAVEL PLAZA



Entrance



BOOKS & MAGAZINES

TOP 10

FLIPBACK

NON-FICTION

THE DUTCH  
THE ROSIE RESULT  
GRAEME SIMON

Books & Magazines  
In front of the store



SPIRITS & WINES

TOBACCO

TOBACCO

TOBACCO

JACK DANIEL'S

CHIVAS

JAMESON  
IRISH WHISKEY

SPECIAL OFFER

12.8

Liquors & Tobacco



SKINCARE

WOMEN

CLARINS  
LANE

CLINIQUE

COLLISTAR

COLLISTAR

CLARINS

NEW

Perfumes & Cosmetics



Concept: Any 2 for ..





Fashion

# ELECTRONICS



THE GADGET TABLE

SPECIAL OFFER

SPECIAL OFFER  
29.99

SPECIAL OFFER  
9.99

Electronics



Experience



**Kids**



mentos

MIX & MATCH

**SNACK  
DEAL**

MIX & MATCH

SNACK  
DEAL  
3.99

Confectionary



WOMEN

COLLISTAR

COLLISTAR

COLLISTAR  
MADE IN ITALY

COLLISTAR  
N°1

Beauty bar

CONFECT

SPRING IS IN THE AIR

Chupa Chups



**WIN A VIP MATCH EXPERIENCE IN THE PHILIPS STADIUM**

Or one of the other great PSV prizes!

Get your voucher at the cash desk, fill out your entry form and compete for great prizes!

Local Heritage

# TRAVEL PLAZA







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# Capi Travel Luxury

- Focus on luxury and service. High priced items are presented behind glass
- Storytelling and product quality
- Categories: Jewellery, Watches, Bags, Sunglasses



# TRAVEL LUXURY



Luxury store



# Jewellery & Bags

# SUNGLASSES



Watches & Sunglasses

# Thank you

