AN ATTRACTIVE CONCEPT AS A KEY TO SUCCESS

Decorations and gifts for house and garden.
THE CASA PROMISE

‘Make people enjoy life at home better’
Casa is a contemporary international shop formula with affiliates in eight European countries. The chain has shops run directly by the headquarters and shops operated in the franchise system. The Casa assortment is closely linked to the latest trends of living and consists of affordable feel good articles, like decorations, gift articles, household textiles and in- and outdoor furniture. In other words, products which turn a house into a home. The chain of shops was established in 1975 and incorporated in Blokker Holding in 1988.
HISTORY AND ORGANISATION

The first Casa shop opened its doors in Ottignies in Walloon Brabant (Belgium) in 1975. In almost 40 years the shop formula has grown into a mature chain with over 540 affiliates. The Casa concern experienced its most important growth after the incorporation in Blokker Holding in 1988. At that moment, the chain enhanced 36 shops. After an explosive expansion in Belgium and Luxemburg, new shops were opened in France, Portugal, Spain and Switzerland. Nowadays, the concern is also active in Italy, Austria and Aruba.

Blokker Holding is an international family business, originally known for its Blokker shops. The company has a passion for retail trade and aspires permanent and stable growth. Today, the Holding has over 25,000 employees. Blokker Holding consists of many successful shop concepts as there are Bart Smit, Blokker, Intertoys, Leen Bakker and Maxi Toys. Casa is the Holding’s second largest subsidiary, with over 550 shops.

Casa is a smooth-running chain of shops providing special gift articles and a clever assortment of household articles. The sense of home predominates at Casa and new tendencies are closely watched. The assortment changes at a great pace in order to remain surprising and always offer novelties. This clever assortment, its competitive prices, direct purchase lines, centralized distribution and smart marketing tools, turn Casa into a strong and successful brand. A brand which is able to inspire and hold on to its customers and offer its franchisees plenty of opportunities.

With over 40 years of experience in no less than 9 countries and with over 540 shops, Casa International is an inspiring and trend-setting player in its field.

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THE CASA DREAM

Casa is a European shop formula specialized in feel good articles for in and around the house. The assortment consists of decoration- and gift articles, household textiles, kitchen accessories and furniture. The chain’s objective is to brighten up interiors and create a real home. Casa’s motto is to make people enjoy life at home better and its goal is to further expand the formula throughout Europe, on the one hand by expanding the centrally managed shops, on the other hand by attracting new franchisees. Casa aims at a healthy balance between both shop types. This balance is important because of the stock risks involved as a consequence of the continuously changing assortment. The large number of shops run directly by the headquarters provides a guarantee for solid shop management, which contributes to the success of the entire chain and thus to the success of the franchisee. Casa offers a fresh and dynamic image through a varying trendy and seasonal range. Themes like Valentine’s Day, spring, Easter and Mother’s Day also give evidence of this dynamic character, that is typical of the chain.

All Casa affiliates order from the European purchase centre and receive their just-in-time deliveries of the basic assortment and seasonal and brochure articles from various warehouses in Belgium. The just-in-time supply reduces the stock risks for the shops and gives them the flexibility to always meet the customer’s demands.
CASA CUSTOMERS IN TOP SHAPE

Casa’s most important audience consists of women of about 30 years old. Modern, self-conscious women who lead their own lives. Women who, besides their job and family, find time for their friends and personal development. The house of a Casa-woman is the centre of her versatile life. The Casa-woman wants to turn her house into a safe home. With little shifts in emphasis, she knows how to transform her interior cleverly and give it a surprising, trendy character. The warmth with which she cherishes her family and home is in line with her caring personality. She is thoughtful and sees birthdays or special occasions as opportunities to show her tenderness with special little gifts, for example. Her originality stands out and she is always price-conscious. Her way of life and the Casa concept are a perfect match.
The Casa shop formula is also successful thanks to its recognisability. Casa’s management team and employees make sure the concept is closely followed in accordance with the guidelines. The chain is characterized by uniformity, which is essential for its success. Every Casa affiliate is recognizable by:

- its logo
- its (illuminated) sign
- its shop equipment
- its shop window display
- its trendy assortment
- its customer-friendly service
- its decorations and posters
STANDARDS OF UNIFORMITY
IN PRACTICE

By using fix style elements, every Casa shop wherever in Europe, can be recognized. The standard facade, the shop equipment and articles which follow the current style tendencies, contribute to uniformity. To give some grip, Casa uses uniformity standards, which are determined in various documents.

- **The Construction Book**: provides the guidelines for the ceiling, lighting, cooling, walls, colours, floor, till, display shelves, cash register, modem, pc.
- **Economate and Display List**: everything needed for the arrangement of a shop.
- **Display Book**: for a uniform arrangement and display of the goods.
- **Casa Flash and Order Book**: provide the shop manager information on the articles included in the monthly brochure in advance. (Both information on product level as on the presentation of the goods.)
- **Cash Register Book**: a manual for the use of the cash register system.
FROM QUALITY STANDARDS TO SUCCESS

Managing a Casa affiliate implies participating in a successful formula. Recognisability by uniformity is the basis of the success. Casa looks strictly on the compliance of the set standards, contributing to this uniformity.

Shop equipment
The Casa concept is standardised and must be followed strictly, as described in various manuals, as there are the Construction Book and Economate List.

Cash register - computer - software - modem
The uniform Casa configurations of the cash register system are to be followed and updated according to the evolution in the field. The franchisee takes care of the investments that are necessary as a consequence of technical innovation.

Purchase of goods
A Casa affiliate only sells articles belonging to the shop concept, purchased by Casa headquarters.

Standardisation of display and posters
Standardised shop decorations, posters, printed matter and price cards as well as packaging designs are delivered by Casa headquarters. The standards and guidelines are determined in the Display Book.

Uniform positioning of the goods.
The position of the goods in the shop is determined by the Casa concept, according to the size and shape of the shop. The positioning of the goods contributes to the recognisability for the customer. The standards and guidelines for the displays are determined in the Display Book.

Assistance in the opening of the shop
The opening of a new shop is directed by Casa headquarters. The final display for the opening of the shop must imperatively be arranged by a Casa display team. The franchisee will be charged for the costs. All preparations are to be taken care of by the franchisee and his or her team.

Deliveries from Casa headquarters
Casa delivers to all shops from several warehouses in Belgium. Terms of transport for franchisees: free domicile.
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Casa is looking for franchisees to expand the shop formula in Europe. Casa gives local entrepreneurs the opportunity to invest in their own business with their own local company, with the support of a strong brand that has more than 30 years of experience in the sector. The franchisee is allowed to operate under the Casa logo and use the Casa know-how. The franchisee should have enough regional expertise to find a shop location that meets the needs and demands of the Casa formula. Of course, existing retailers with a shop on a good location are also qualified to join the Casa shop formula.

**Requirements of the Casa shop:**

- franchisee with commercial know-how and feeling for the Casa concept;
- retail surface with sales area between 400 and 600 m²;
- shop location:
  - city centre (A1 location),
  - good location in a consolidated shopping centre,
  - regional retail location, together with other important brands;
  - commercial location;
- bank guarantees to cover the payment of:
  - start-up costs (shop equipment, initial stock and display team),
  - the continuous re-supplying of goods.
CONDITIONS

Retail prices
Casa determines recommended retail prices of the standard assortment, the promotional prices in the brochures and the sales prices.

Franchisee’s purchase prices
The purchase price for the franchisee is determined by applying a fix reduction percentage to the retail price, excl. VAT. Exception: the re-calculated prices. A fictitious retail price is determined in response to strong competition or promotional prices by the competition, in order to determine the purchase price of the franchisee.

Contribution for advertising
The franchisee shares in the cost of the production and distribution of the monthly leaflet.

Terms of payment: within 30 days as from the emission date, without discount.
CASA HEADQUARTERS

Casa headquarters provides the international affiliates with support and carries out the following tasks:

- accounts for the purchase of the collections based on market trends;
- develops new product lines;
- takes care of logistics management and weekly deliveries to the shops;
- provides uniform computer and cash register files;
- develops and distributes the door-to-door brochure;
- creates and delivers uniform posters, price cards and decorations;
- creates shop window prototypes;
- gives advice and assistance regarding the display and shop equipment;
• helps new shops composing their initial order;
• provides advice and guidance via the field manager;
• determines commercial recommended retail prices, taking into account the prices of the competition.
THE PROFILE OF A CASA FRANCHISEE

The Casa franchisee is responsible for the day-to-day management of his or her Casa shop. The Casa franchisee is a person embracing the Casa philosophy and enjoying passing it on to the customers. The franchisee looks out for the fact that the customer is glad to visit the shop and returns regularly, and that the Casa concept can be recognized all through the shop. The franchisee is a retailer with heart and soul and an eye for the customer as well as his or her team. He or she disposes of the necessary experience and skills to independently run a profitable shop. The franchisee believes in the power of united entrepreneurship and thus in the power of the Casa concern as a whole. He or she believes it is an opportunity to be part of this whole and contribute to the growth of the Casa shop formula.
‘MAKE PEOPLE ENJOY LIFE AT HOME BETTER’
AN INTERNATIONAL PLAYER

www.casashops.com
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