



Smartoys Liège
Business opportunity analysis

Field analysis

Liège is a bustling city, the beating heart of Wallonia's pop culture & geek community.

- 200k population in Liège proper
- Smartoys Liège is situated in a central avenue, between the Royal Opera of Wallonie and the University of Liège, guaranteeing high visibility due to high traffic
- Ready-to-go clientele with long-term customers
- Close to CLD Warehouses for fast deliveries
- Smartoys Liège consistently in Top 3 performers (TO wise) in the last 5 years
- We consider Smartoys Liège to be a safe investment



Store details

Smartoys Liège is one of our best stores, but also one of our most outdated ones.

- It will require immediate investment to transform

Store current state

Store surface	71 m2
Current stock value	91.903,00 €
Store equipment value	8.501,00 €

Recommended state for franchising

Recommended stock value for re-opening	110.284,00 €
Mandatory transformation investment	45.000,00 €



Customer base

Smartoy's Liège comes with a healthy customer base that the franchisee can start working with effectively immediately.

	Customers
Recent transactions	36.874
Receiving marketing material	11.537
Used programme participants	2.290

- Our soon to be implemented upgraded POS will allow us to harvest more customer data (such as avg. basket value) to further improve customer service and targeted marketing initiatives.



Fiscal projections

Fiscal data from the previous fiscal, along with a realistic projection for the next 3 fiscal years:

	CA	CA Growth	Margin	Margin Growth
FY 2025	642.883,02 €	--	176.169,63 €	--
FY 2026	674.000,00 €	105%	205.515,37 €	117%
FY 2027	707.700,00 €	110%	218.147,59 €	124%
FY 2028	778.470,00 €	121%	242.684,05 €	138%

The Growth estimates take into account the state of the local market, area serviced by the store and data from previously franchised stores.

Category	TO %
Gaming	46%
Trading Cards	33%
Merchandising	8%

Profitability analysis

Actual profitability from last FY & projection for next 3 fiscal years
(figures based on projections from previous slide)

Profitability excludes any recurring costs & fees from margin projections

	w/ staff	w/o staff
FY 2025	68.064,59 €	118.464,59 €
FY 2026	73.810,34 €	163.350,37 €
FY 2027	86.442,56 €	175.982,59 €
FY 2028	110.979,02 €	200.519,05 €

Join

entrepreneurial community

The Gamecash family consists of over 50 entrepreneurs, some with decades of experience in pop culture retail, while others only started their journey recently.

Sophisticated support structure with both regional & global franchise support



Always-available support resources and guidance from peers & franchise management



State-of-the-art inventory management system & POS to be implemented soon.



Collaboration with peers on events for maximum brand awareness that has real impact on a local communities





Complete marketing support

The Gamecash HQ marketing squad is on call to assist with communication activities that drive real sales impact and increase your customers' lifetime spend and avg. basket value.



Vitrine simulation & support for transformation process



Social media strategy & communication training, ensuring you have all the fundamentals to build your local audience



HQ-driven global marketing campaigns that drive local impact and adapt to your local market to maximize results



Occasional local activities to generate additional visibility for your store, based on your area's infrastructure



Purchasing group support

As part of the CLD Group, Gamecash franchisees benefit from the distribution expertise of the backbone that masterfully forges strategic partnerships with suppliers & license holders.



Central sales & IT teams
to handle product
reservations & sales
reporting



Decade-long
relationships open
doors for access to
special items &
momentums



State-of-the-art
dropshipping
infrastructure for quick
D1 deliveries



Thank you!