



Smartoy's Nivelles
Business opportunity analysis

Field analysis

Nivelles is one of the most traditional cities in Wallonia.

- 30k population in Nivelles proper
- Smartoys Nivelles is situated in one of the city's central commercial roads, near the Collegiate Church, guaranteeing visibility & heavy footfall year-round.
- Ready-to-go clientele with long-term customers
- Close to CLD Warehouses for fast deliveries
- Smartoys Nivelles boasts one of the most active local customer bases, with a passionate geek community built around gaming and trading cards
- We consider Smartoys Nivelles to be a safe investment



Store details

Smartoys Nivelles is one of the first Smartoys stores opened in Belgium, and a consistent performer in terms of TO.

- Store can be delocalized for bigger results in the near future, as the building is too small and outdated for modern retail.

Store current state

Store surface	50,29 m2
Current stock value	76.013 €
Store equipment value	7.797 €

Recommended state for franchising

Recommended stock value for re-opening	91.215 €
Mandatory transformation investment	17.000 €



Fiscal projections

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

Fiscal Year	CA	CA Evolution	Margin	Margin Evolution
FY 2025	465.263,89 €	--	125.180,54 €	--
FY 2026	500.567,06 €	108%	142.655,37 €	114%
FY 2027	550.623,77 €	118%	159.967,55 €	128%
FY 2028	578.154,95 €	124%	171.484,81 €	137%

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	51%
Trading Cards	31%
Merchandising	7%

Customer base

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

	Customers
Recent transactions	21.947
Receiving marketing material	27.863
Used programme participants	1.464

- 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.



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

Fiscal Year	w/ staff	w/o staff
FY 2025	39.137,74 €	89.537,74 €
FY 2026	33.012,57 €	120.332,37 €
FY 2027	50.324,76 €	137.644,55 €
FY 2028	61.842,01 €	149.161,81 €



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!