



Smartoy's Uccle Center
Business opportunity analysis

Field analysis

Uccle is one of the most affluent and prosperous municipalities in Belgium

- 85k population in Uccle proper
- Smartoys Uccle is situated in the centre of the city, next to the central avenue, guaranteeing easy access to the store premises and heavy footfall
- Ready-to-go clientele with long-term customers
- Close to CLD Warehouses for fast deliveries
- Smartoys Uccle is of great importance for our TCG development strategy – one of the only stores allowed to run Organized Play competitions for Pokèmon TCG
- We consider Smartoys Uccle to be a safe investment



Store details

Smartoys Uccle is constantly amongst our Top 5 performers (TO), with a loyal customer base, focused on Trading Cards.

- Uccle is the perfect place to implement a concept store
- With some extra marketing coverage, this store could substantially increase its monthly footfall

Store current state

Store surface	225 m2
Current stock value	133.548,00 €
Store equipment value	15.820,00 €

Recommended state for franchising

Recommended stock value for re-opening	160.257,00 €
Mandatory transformation investment	35.000,00 €



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	606.981,79 €	--	166.157,91 €	--
FY 2026	635.313,09 €	105%	185.516,21 €	112%
FY 2027	698.844,40 €	115%	209.249,23 €	126%
FY 2028	698.844,40 €	115%	215.207,84 €	130%

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 %
Trading Cards	33%
Gaming Software	27%
Merchandising	11%

Customer base

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

	Customers
Recent transactions	32.476
Receiving marketing material	19.669
Used programme participants	1.684

- 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	40.086,64 €	104.886,64 €
FY 2026	32.244,94 €	139.336,21 €
FY 2027	55.977,96 €	163.069,23 €
FY 2028	61.936,57 €	169.027,84 €

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!