



Capi Global opened its second shop under full franchise at Haikou Meilan International Airport in Hainan, China, on Monday 10 November, following the recent opening of a franchise store in Kiev, Ukraine.

The 136sq m, full franchise shop in China marks Capi Global's first franchise in Asia. Capi – The Travellers Electronics Company has an established business model based on a focused assortment of hardware and accessories, which it is now making available to other retailers as a franchise.

Capi developed a franchise formula, called Capi Franchising, to provide a solution for duty free and airport retailers interested in electronics.

Peter Wiggers, Managing Director Royal Capi-Lux, says: "We are very proud to bring our retail concept to Asia and to China in particular. This franchise will help complete the retail offer for travellers and the airport in Hainan, bringing added value to the airport and an inspiring shopping experience for travellers.

"We look forward to a mutually inspiring and rewarding partnership with Haikou Meilan Duty Free."

Capi's retail offer is always specifically tailored to the buying behaviour of travellers and Capi claims to know its customers and locations, adapting the product offering accordingly.

The franchise location at Haikou Meilan Airport features the complete Capi retail model, consisting of eight marketing concepts. The assortment is weighted towards Personal Care products of mainly European brands, and aims to 'delight' the predominantly Asian passengers.

Under the Capi Franchise, Capi Global supplies the products and provides merchandising, marketing and stock-management support to Haikou Meilan Duty Free for the duration of the franchise.

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Haikou Meilan Duty Free also receives staff training in sales, products and visual merchandising and benefits from innovations and product launches, as well as a 2-year worldwide guarantee on all Capi's products.

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