

Capi looks to the future

By **Rebecca Byrne** on July, 23 2018 | Technology



Capi's own brand Mitone targets the more cost conscious traveler with products such as this Mitone fun action Cam

The electronics travel retailer offers a range of products to appeal to all types of customer.

Capi prides itself on introducing its consumers to new and emerging products. For example, it introduced drones into its stores several years ago when they had limited awareness and now they are a best seller particularly with Middle Eastern consumers. Fatima Ezahra El Ayadi, General Manager, comments: "We believe that travelers are early adaptors, they see new things every day and our stores in travel retail are a good platform to showcase the latest products." More recently the company has seen a rise in demand for smart home accessories such as Google's Alexa.

In 2011 Capi changed its business model from offering a wide range of products to a focused assortment of market leading brands. B brands have been removed and in their place Capi has introduced its own brand, Mitone, targeted at the more cost-conscious traveler. Mitone accounts for approximately 10% of the overall product mix. This new strategy enables the store to allocate more

space to selling the market leading high-end electronics.



The clean uncluttered store presentation encourages browsing

El Ayadi comments that travelers do not want to see 50 products, they want to see a narrow selection of the market leaders so that they are able to make a quick decision within a limited time period. “We are constantly looking at ways to create a presentation which immediately shows how the product can add to the consumer’s life,” says El Ayadi. “We create a natural walk through in the store and before each category there are special offers. We add focused visuals to our concept and the clean uncluttered presentation encourages browsing.”

The online market is one of interest to Capi not a threat. “We offer good pricing compared to downtown, but have the latest products which creates a buzz for our customers,” says El Ayadi. “We

are looking at omni-channel retailing to see how we can bring our stores into the customer's home." Already, the company operates the click and collect program at Schiphol and Copenhagen Airports and is looking to develop it in Frankfurt Airport.

Recently Capi opened a franchise store in Muscat with partner Air Rianta, which was its first step into the Middle East. Over the next couple of years the company plans to launch five more stores in the region starting in Abu Dhabi. A second store will open in Vienna in 2019 and there are several more tenders in the pipeline. Capi also sees potential in Asia, where it has a presence in China, and is looking to expand further in the region.