

BIA HR – Successful solutions

Tactical support for C&A in human capital development

- The tactical outsourcing of payroll and staff management activities to the BIA HR professionals enabled the redistribution of repetitive, internal resource and time consuming tasks.

- The Human Resources Department of C&A focuses on people-orientated strategic activities contributing to the success of the company: attract, retain and manage C&A talents.

“We have been using BIA HR services since September 2008, when we started operating in Romania. With BIA HR as a reliable provider of payroll services, staff management and labour relations consulting services, we can focus our efforts to further develop the human capital that we have.

I highly recommend BIA as a partner you can rely on.”

Cristian Codrea
C&A Romania



From challenge to solutions

About C&A – What started out in 1841 as a company with only 2 employees is now one of Europe's market leaders in fashion. The heirs of the company founders saw the potential of the business idea and expanded to neighbouring countries, after having opened several C&A stores in the Netherlands. Currently, C&A Europe has around 1,600 stores in 20 European countries and over 37,500 employees. C&A Romania currently has 25 subsidiaries.

The challenge: From the very beginning, C&A understood the importance of a payroll and staff management system with accurate results and error-free. At the same time, C&A realized that doing this internally could result in diluted efforts and lack of focus of HR department resources. Acknowledging people's role in the prosperity of the company and the success of the national expansion process, C&A estimated that it needed an experienced partner that could provide the company with a wide range of integrated HR solutions.

The solution: From the beginning of C&A's business in Romania in 2008, BIA HR has contributed to the company's success or has provided integrated payroll and staff management services, ensuring compliance of data flows, processes and results with the Romanian laws and showing discipline and willingness to proactively meet customer expectations.

We are dedicated to developing and improving good practices in our area of expertise and our endeavours contribute to the success of our partner C&A.