

*A new approach  
for services and security  
in small stations*

Presentation avec.  
February 4, 2005

aveo

SBB CFF FFS

kiosk

MIGROS

CAFFE SPETTACOLO



- **The path to avec.**
  - In 1998 SBB started its search for a new concept for smaller railway stations
  - The new innovative service concept was launched in 1999 under the brand avec.

- **Aims and targets**

-  **SBB CFF FFS**

- Conversion of existing rail stations for multiple use
- Increased attractiveness of public transport
- Commercial utilisation of the real estate

- **MIGROS**

- An entry into the Convenience Business
- Create up-to-date points of sales

- **Aims and targets**

- ** kiosk III**

- Re-launch of existing shops
- Integration with trendy Convenience Shops



- Support/strengthening of expansion
- Integration in an overall concept

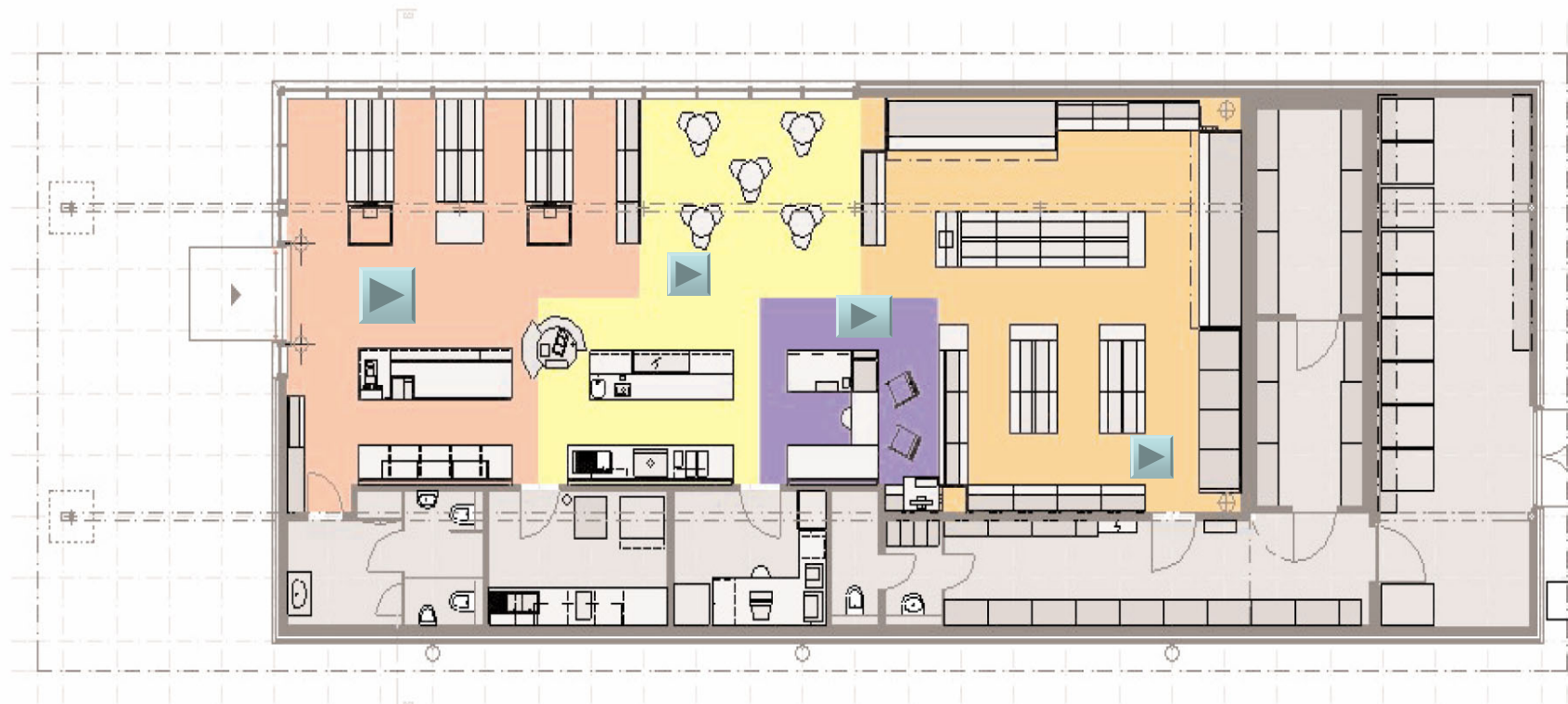
- **What is avec.?**

- avec. is ...**

- a replicable services-centre for convertible railway stations
- a Convenience Store with the following integrated services:
  - Newsagent
  - Coffee bar
  - Ticket / travel sales
  - Grocery Shop (Food/Non Food)
  - Other services as required (film processing, Internet Corner, photocopying)
  - Open 365 days from 6am to 8pm (in some cases 9 or 10pm)

- **avec. is ...**
  - an initiative for independent enterprises (franchisees)
  - an enterprise which creates new jobs
  - Co-Branding project with well known and proven brands (SBB, Migros, k Kiosk)

- avec.-Shop standard floor plan



- **Kiosk**

- Newspapers, magazines, paperbacks
- Road, town maps (walkers' maps)
- Chocolate, confectionery, gum
- Ice Creams
- Tobacco products
- Postcards, greeting cards
- Tickets for Lotto Toto, Lottery, games
- Sales postage stamps, all kinds of phone and cellphone cards



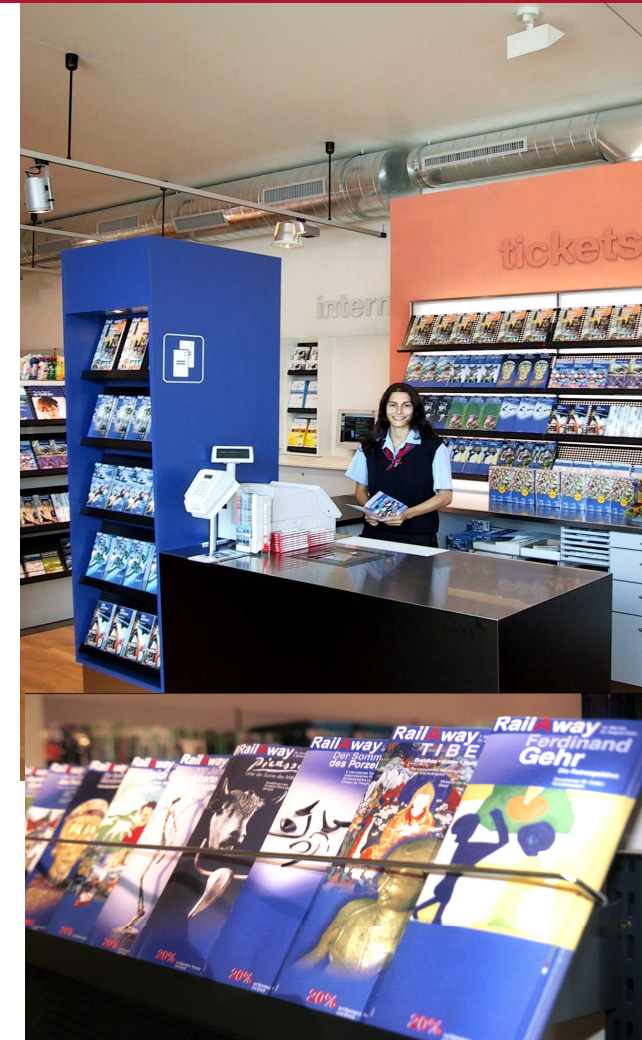


- **Spettacolo Coffee shop**
  - Italian style café bar with food and beverage offer
  - Creative, trendy and tasty
  - Food offer suitable for take-away
  - Sandwiches, salads, cakes, pastry



- **Ticket/Travel sales**

- The complete range of railway and public transport services
- Assistance and sales of package travel (Rail-Tour, Frantour)
- Sales of travel offers
- Shop also available in Shop-in Shop variant (i.e. Rail partner retains railway competence, other modules handled by the franchisee)



- **Food/Non Food**

- Fruit and vegetables
- Meat, cold meat, sausages
- Bread and confectionery (fresh)
- Dairy products
- Cold beverages, wine, beer, spirits
- Convenience product lines
- Frozen produce
- Washing and cleaning agents, body care
- Stationery, films, batteries
- Pet food



- avec.-Shop



- avec.-Shop



- **The six most important success factors of the avec.-Shops from the customers' point of view**
  - Fast and convenient purchasing
  - Opening hours
  - Friendly service
  - Overall product mix
  - Cleanliness/hygiene
  - Accessibility

(Source: Customer Opinion Polls 2001 / 2003)

**Existing avec.-Shops (Situation at February 4, 2005: 27 operations)**



- Average annual turnover per Shop CHF 4.0 mio.
- Highest turnover avec.-Shop CHF > 6.5 mio.
- Shop frequency per day and Shop Mon-Fri 800 -1'000 customers  
Sat-Sun 1'500 -2'000 customers
- Frequency peaks 07.30 - 8.30 hours  
11.00 -12.30 hours  
17.00 -20.00 hours
- Average purchase per customer between CHF 10.-- to 15.--
- Turnover development 2004 + 10,5 % compared to prev. year
- Turnover 2004 102 Mio CHF



- **Benefits with avec.**

- Improves customer service, image and security at the station
- Supports new living and consumer habits (working and shopping times, shopping habits)
- Satisfies desire for convenience – mixing of retail trade, gastronomy and services (integrated ticket and travel sales)
- Represents quality, price and performance
- Creates new local jobs (8 to 10 full-time jobs per shop)
- Promotes public transport
- offers the railway company an interesting commercial utilisation of small stations

**Schüpfen BE**

Our first shop



avec.

*avec.-Shops*

Reiden LU



avec.

*avec.-Shops*

La Neuveville  
BE



© - SBB Immobilien - RailCity - 19.01.2005

avec.

*avec.-Shops*

**Seuzach ZH**



avec.

*avec.-Shops*

**Altstätten SG**



avec.

*avec.-Shops*

Emmenbrücke LU



Foto: P. Gaiser, SBB-AR

avec.

*avec.-Shops*

**Näfels-Mollis GL**



Foto: P. Gonser

© - SBB Immobilien - RailCity - 19.01.2005

 SBB CFF FFS



Oberglatt ZH



Foto: Peter Gonser, SBB

avec.

*avec.-Shops*



**Heimberg BE  
RM-Station**

The first shop  
with a private  
railway  
company



**Kreuzlingen –  
Hafen TG**

Our latest  
shop

*See you at the avec. Shop*



For further information, please contact  
**Schweizerische Bundesbahnen SBB**  
Immobilien -RailCity  
Effingerstrasse 15 · CH-3000 Bern 65  
Phone : +41 (0) 512 203469  
Mail: [hans.zh.zimmermann@sbb.ch](mailto:hans.zh.zimmermann@sbb.ch)