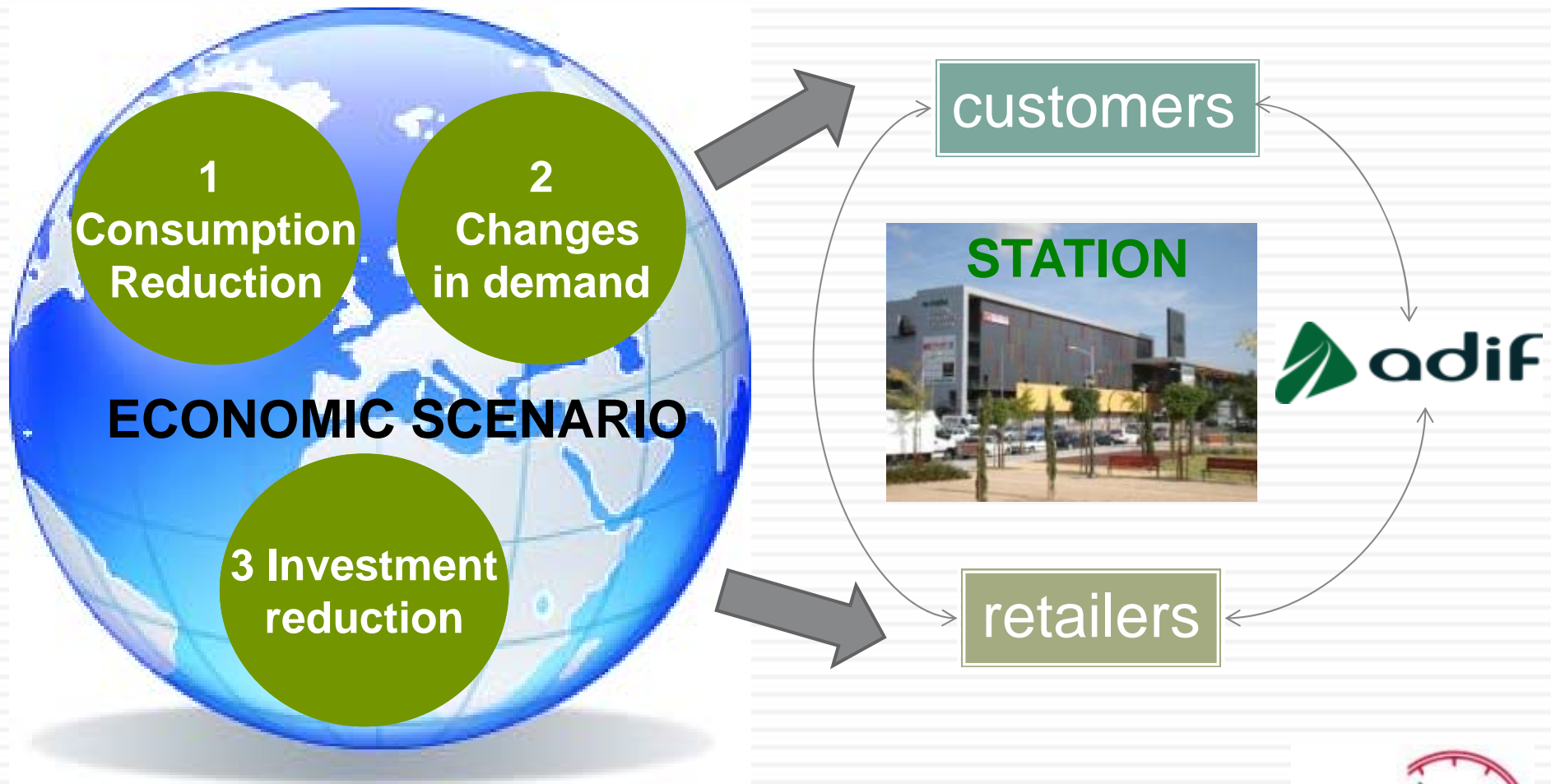nextstation

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STATION MARKETING:

New Challenges

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2-A Business and Services

New Scenarios: evolving society

1 Consumption Reduction

2 Changes in demand

ECONOMIC SCENARIO

3 Investment reduction

customers

STATION

adif

retailers

1. Consumption reduction: **Customers**

Scenario: Decrease in consumption at stations.
Challenge: To attract spending at stations.

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Scenario: Decrease in consumption at stations.
Challenge: To attract spending at stations.

- ☐ **Introducing attractive commercial offers**
- ☐ **Improving information through interactive technology**
  - Touch screens, Apps, ...
- ☐ **Improving the station image**
- ☐ **New Marketing actions to activate consumption**

1. Consumption reduction: **Retailers**

Scenario: Reduction in sales and revenues affects business feasibility.

Challenge: To increase sales.

1. Consumption reduction: **Retailers**

Scenario: Reduction in sales and revenues affects business feasibility.

Challenge: To increase sales.

- ☐ **More involved and participative retailers.**
- ☐ **Searching for new customer segments.**
- ☐ **Opening to new retail ways.**
- ☐ **Cross marketing.**
- ☐ **Contract revisions.**

2. Changes in demand: **Customers Retailers**

Scenario: Balance between Price-quality is requested.
Challenge: To offer attractive prices for quality products.

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2. Changes in demand: Customers Retailers

Scenario: Balance between Price-quality is requested.

Challenge: To offer attractive prices for quality products.

- ☐ **Increasing quality premises.**
- ☐ **Enhancing promotional activities using interactive devices and technology.**
- ☐ **Belonging to ADIF's "tiendas de la estación" brand**
- ☐ **Being an active part of Marketing actions.**

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3. Investment reduction: **Customers**

Scenario: Empty premises / retail mix not enough varied.
Challenge: To optimize station retail area use.

3. Investment reduction: **Customers**

Scenario: Empty premises / retail mix not enough varied.
Challenge: To optimize station retail area use.

❑ **Rebalancing retail mix.**
❑ **Improving access to retail offer:**
   - **Web sites**
   - **Advertising**
   - **Opening new activities**

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3. Investment reduction: **Tenants**

Scenario: Investment Difficulties.
Challenge: To optimize station retail area use.

3. Investment reduction: **Tenants**

Scenario: Investment Difficulties.
Challenge: To optimize station retail area use.

- ❑ **Looking for new bidding and new payment systems.**
- ❑ **Creating synergies between premises to create scale economies.**
- ❑ **Offering Joint Biddings for different activities.**
- ❑ **Searching for new profitable activities.**

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Summary

Challenges:

- ❑ Attracting spending at stations.
- ❑ Increasing sales.
- ❑ Offering attractive prices with the best quality.
- ❑ Optimize station use.

...Thank you

for your kind attention

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