

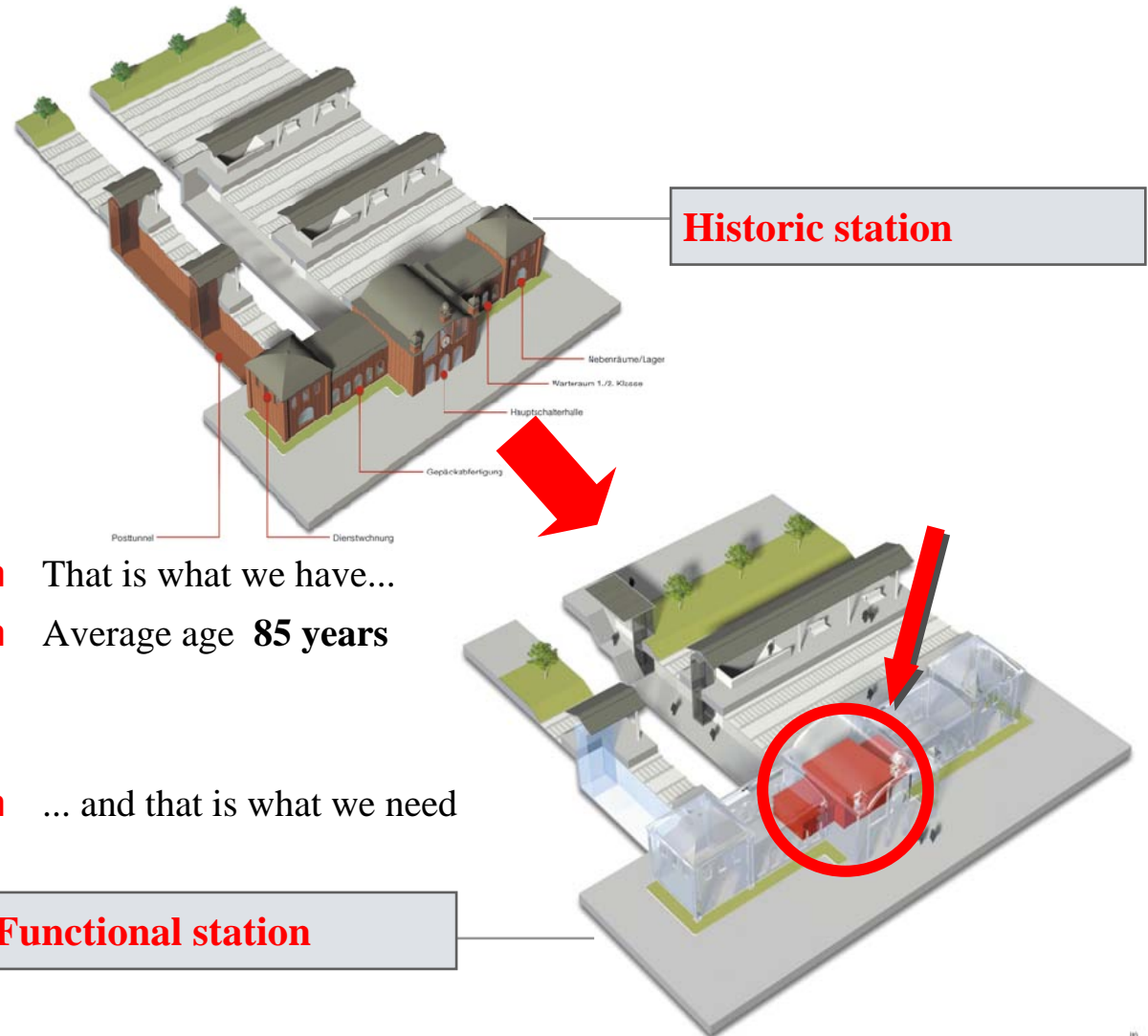


## A New Approach for Services and Security in Small Stations ServiceStore DB

**Jörn Grote**

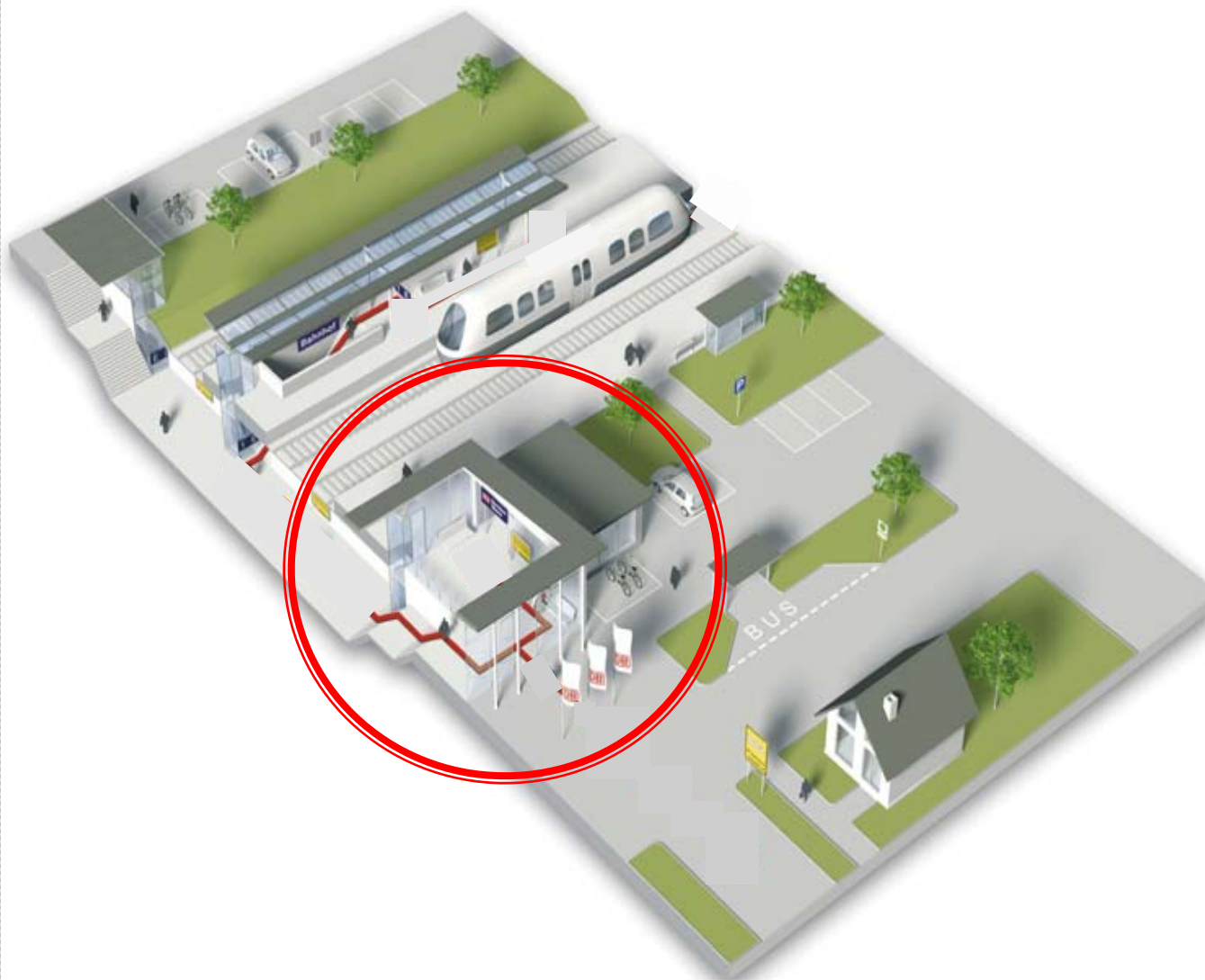
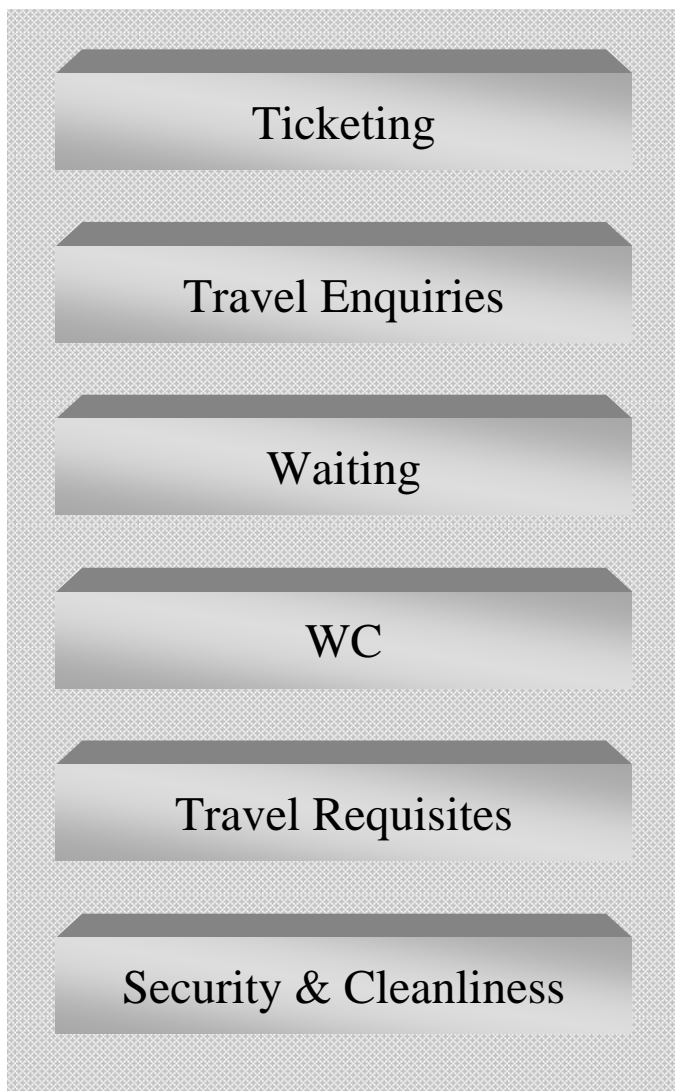
Head of Department  
Systemführung ServiceStore DB  
Koppenstr. 3  
10243 Berlin  
GERMANY  
Tel.: + 49-30-297-36286  
Fax: + 49-30-297-36292  
Joern.Grote@bahn.de  
[www.bahn.de/dbservicestore](http://www.bahn.de/dbservicestore)

**Floorspace is often oversized and needs to be reduced**  
**Many buildings are listed and lead to high costs**



## Challenge

**Providing all 7 service modules despite the economically disadvantageous volume situation**



## The Solution: DB ServiceStore



DB ServiceStore Franchisees are offering tickets under the brand of

**ServiceStore **

together with other services and convenience products such as tobacco, drinks, foodservice, coffee and magazines.

# Using the franchise business model of DB ServiceStore for a reliable income at smaller stations



**A strong CVP**

**Convenience offer:**  
**Ticketing**  
**Service**  
**Kiosk articles**  
**Food service**

**Operational excellence**

„You don't go there for a coffee, but if you are there - you buy one !“

**sustainable network**

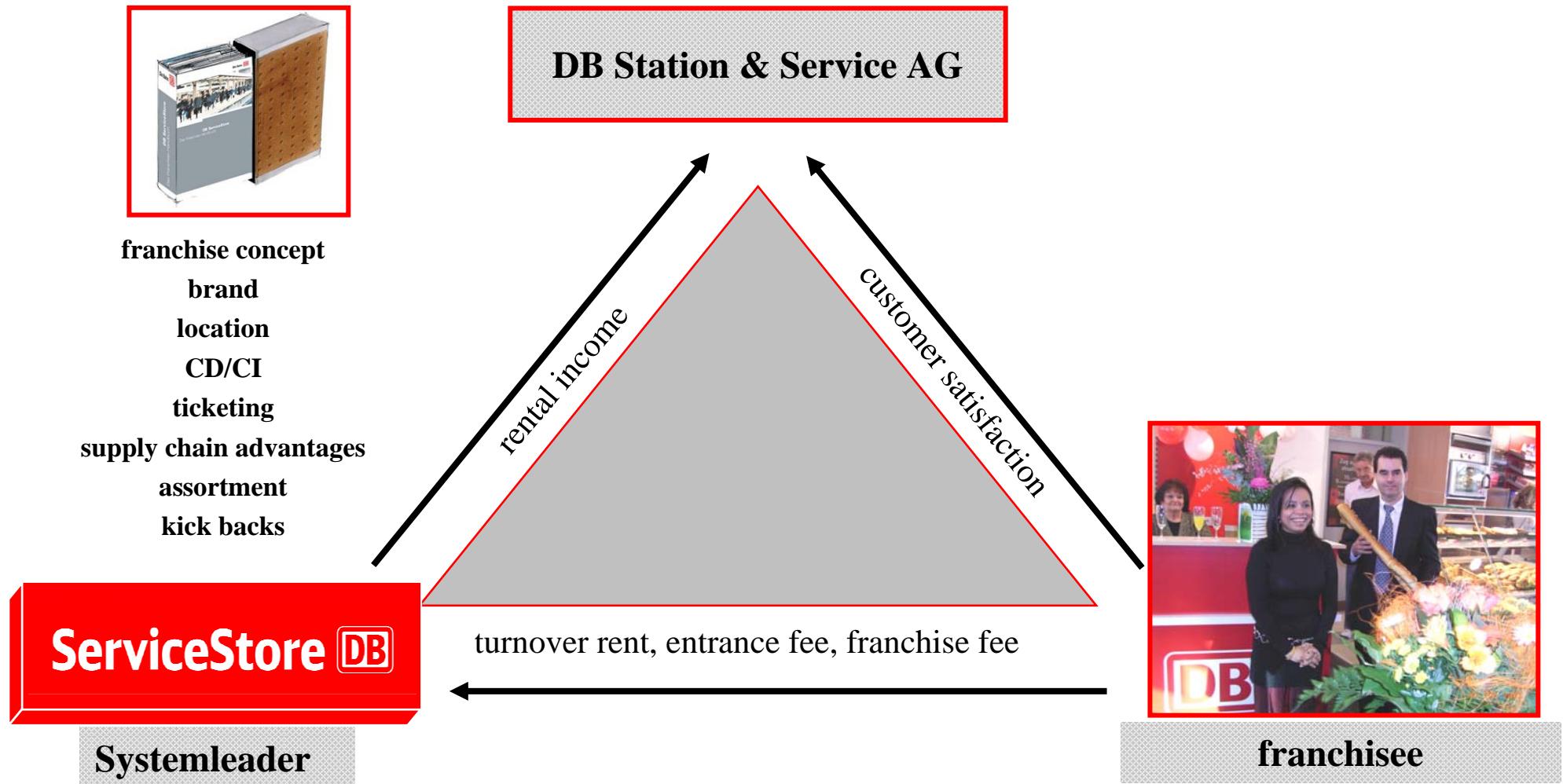
**German railway stations**

**Franchise**

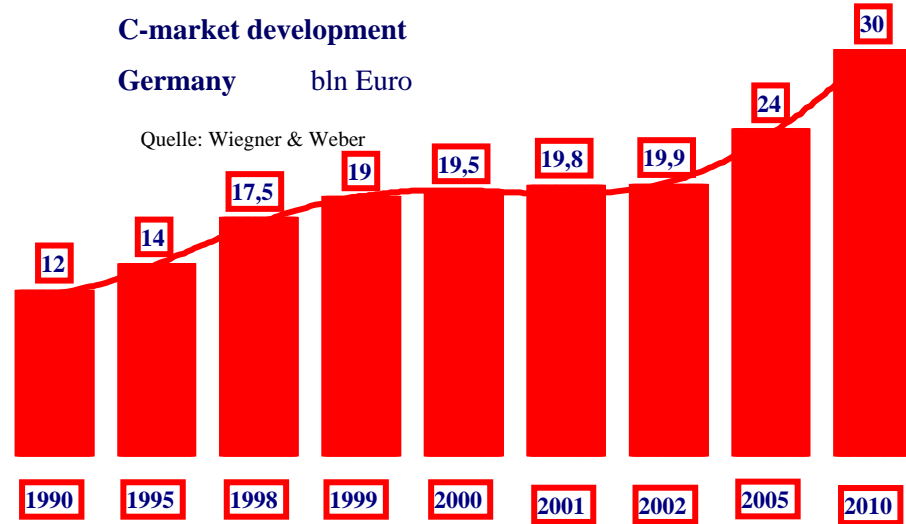
**clear business model**

# DB ServiceStore

## Customer Driven Business Model

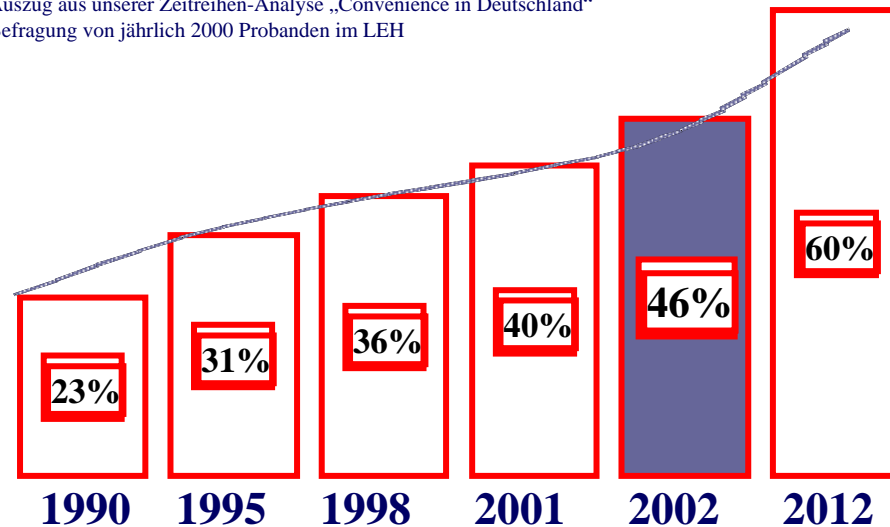


# German convenience market growth is backed by boosting demand for convenience offers !



## Consumer acceptance of c-stores in Germany

Auszug aus unserer Zeitreihen-Analyse „Convenience in Deutschland“  
Befragung von jährlich 2000 Probanden im LEH



**„A winning formula“ - DB ServiceStore ranked 1st place in 2004  
key success factor: Our Franchisees !**



**We are...**

- Member at **German Franchise-Society e.V.**
- franchise system certified by **kfw Bankengruppe** and eligible for subsidy
- **Franchise system of the year - (11/2004)**
- **Place 15 of the top 100 Franchise systems - 07/2006**
- **Place 13 of the top 100 Franchise system in 07/2007**

**„entrepreneurship makes the difference !“**





**Branding - key for gaining positive carry over effects to main brand**  
**Consistent positive PR - both local and national !**

# Aufschwung am Bahnhof

Es ist wieder Lebenshilfe am Bahnhof. Gestern hat „DB-Service Store“ seinen ersten Tag gefeiert. Kunden sind begeistert und viele mehr. Die neue Filiale hat einen tollen Auftritt gemacht und hat viele Kunden gewonnen. Die Filiale hat einen tollen Auftritt gemacht und hat viele Kunden gewonnen.

**Wichtig:** Die neue Filiale hat einen tollen Auftritt gemacht und hat viele Kunden gewonnen. Die Filiale hat einen tollen Auftritt gemacht und hat viele Kunden gewonnen.



**before**



**after**

# DB ServiceStore: standardized when possible - modular when needed

Ticketing



kiosk+



travel agency



food service



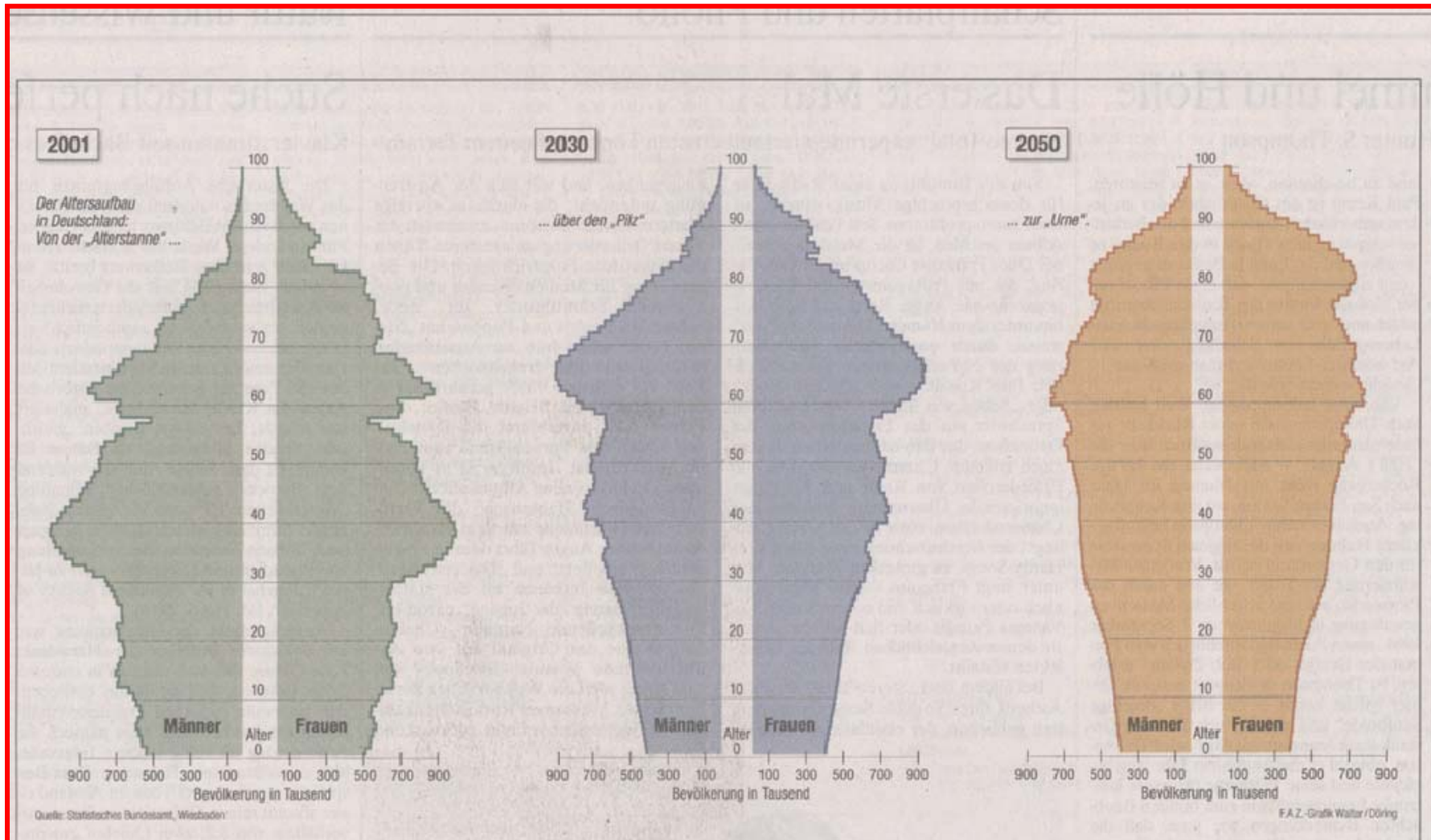
convenience retail



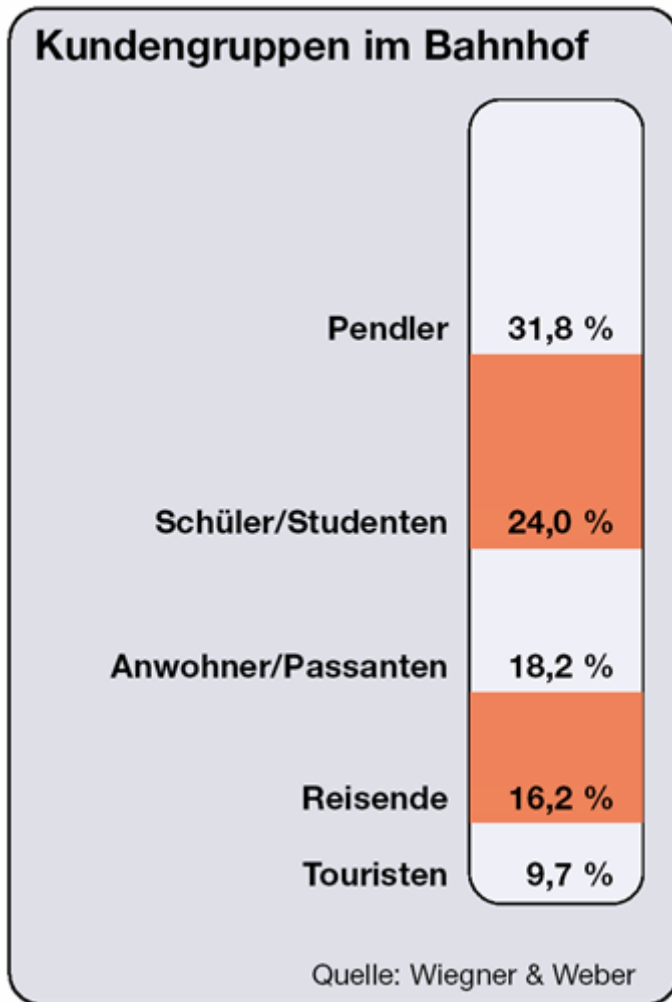
**development path and potential**

- match customer needs
- ensure safety, cleanliness and service
- sustainable income stream

# Demographic development leads to more and more one and two person households in Germany



# „We know our customers – ...“



Where do they come from ?



Where do they go ?

What do they want ? What do they need ?

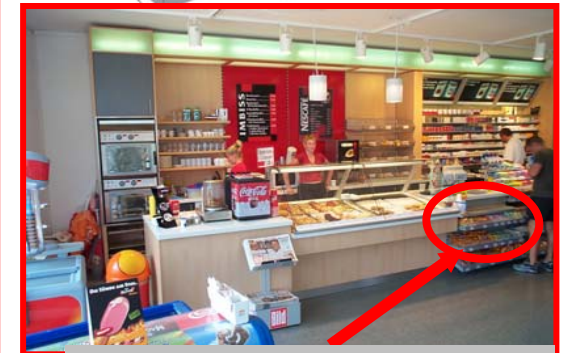
**... and the customer behaviour !**  
**Fact: high stress level at stations !**



„Every little helps“ -  
 quick and easy  
 one stop shopping -  
 the franchise concept theory  
 defines and mystery checking  
 ensures sustainability !



**„passenger on ground“ behaviour is reflected  
 and franchise makes sure to deliver it  
 on a day to day basis !**



**e.g. space for luggage**

# „Matching customer demand where it is needed, not where it seems to be“ – the new DB ServiceStore pavillon



Even with just 130 stores - the Brand DB ServiceStore is seen by 143 million DB customers per year !



# DB ServiceStore mission...



Increase customer satisfaction by fulfilling customer needs at the railway station on a day to day basis !



If you need some more Informations, please contact us !

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We are looking forward to receive your message !

DB Station&Service AG  
Systemführung ServiceStore  
Koppenstraße 3  
10243 Berlin

Telefon (030) 297 - 36281

Fax (030) 297 - 36292

Email [dbservicestore.briefkasten@bahn.de](mailto:dbservicestore.briefkasten@bahn.de)

Internet [www.dbservicestore.de](http://www.dbservicestore.de)