A new approach for services and security in small stations
The beginning

- 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.
Concept

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

- Re-launch of existing shops
- Integration with trendy Convenience Shops
- Support/strengthening of expansion
- Integration in an overall concept
avec.

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.

Concept

• 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.  Realisation & implementation

- avec.-Shop  standard floor plan
Concept

- 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)
Concept

- 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.

- avec.-Shop
avec.  Concept

- avec.-Shop
Customer focus

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)

- Brügg b/Biel BE
- Schüpfen BE
- Mettmenstetten ZH
- Aarburg-Oftringen AG
- Reiden LU
- Oberrieden Dorf ZH
- Eschlikon TG
- La Neuveville BE
- Seuzach ZH
- Altstätten SG
- Gelterkinden BL
- Muttenz BL
- Emmenbrücke LU
- Näfels-Mollis GL
- St-Imier BE
- Obergland ZH
- Au ZH
- Bad Ragaz SG
- Flawil SG
- Neuhausen am Rh. SH
- Amriswil TG
- Bümpliz-Süd BE
- Oberdiessbach BE
- Heimberg BE
- Aarberg BE
- Bassersdorf ZH
- Kreuzlingen-Hafen TG
- Niederweningen ZH (Juni 2005)
- Uetikon a. See ZH (August 2005)
Facts & Figures

- 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
Our first shop

Schüpfen BE

avec.-Shops
avec.-Shops

La Neuveville
BE
avec.-Shops

Seuzach ZH
avec. - Shops

Altstätten SG
avec. Shops

Emmenbrücke LU
avec.-Shops

Näfels-Mollis GL
Heimberg BE
RM-Station

The first shop with a private railway company
avec.-Shops

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