Passenger Stations

A new approach for services in small stations

DB ServiceStore

Gottfried Eymer - DB Station&Service AG
Head of Department
Commercial Renting Space
Floorspace is often oversized and needs to be reduced

Many buildings are listed and lead to high costs

- That's what we have...
- Average age 85 years
- ... and that's what we need

Historic station

Functional station
Challenge

Providing all 7 service modules despite the economically disadvantageous volume situation
Opportunity
Passenger frequency and local supply needs represent market opportunities

It was possible to buy accessory items at railway stations long before filling stations arrived on the scene. But then filling stations did arrive. And for a long time shaped the business in exemplary fashion.
The Small Rental category involves scaleable standard products from a single source.

Unique selling position (USP) embracing tickets and convenience goods/retailing under the DB ServiceStore brand.

The DB ServiceStore is fully cost covering and yields a high customer benefit through the presence of DB in outlying areas.

The Small Rental category is part of the growing convenience-goods market with its high floorspace productivity.

DB ServiceStore „Start up initiative“:
Successfull outplacement programme with the franchise system
DB ServiceStore: standardized where possible - modular as needed

- DB Tickets & Service
  - new nationwide agency format for tickets that reflects customer requirements and enhances customer satisfaction
- Snacks
  - bakery products
- Merchandise
  - staple goods
  - local add-on ranges & services
Using the DB ServiceStore Franchise business modell for a reliable income at smaller stations

A strong Customer Value Proposition (CVP)

Convenience offer:
Ticketing
Service
kiosk articles
food service

Operational excellence

sustainable network

German railway stations

Franchise

clear business modell

„You don´t go there for a coffee, but if you are there - you buy one!“
DB ServiceStore
Customer Driven Business Modell

franchise concept
brand
location
CD/CI
ticketing
supply chain advantages
assortment
kick backs

DB Station & Service AG

DB ServiceStore
Systemführungs GmbH

franchisee

rental income
customer satisfaction

turnover rent, entrance fee, franchise fee
Tailormade promotions with Fast Moving Consumer Goods (FMCG) superbrands

Convenience retail is THE upcoming platform for the FMCG industry in the discount oriented retail environment in Germany.
Operator concept for the DB ServiceStore

Franchising establishes a nationwide presence

Standardised shop design

Professional coaching by DB subsidiary

DB ServiceStore franchise system in sizes from 50-200 sq.m
DB ServiceStore
The preferred local supplier at stations
„We know our customer - ...“
demographic development leads to more one and two person households

- Strong growth of convenience-goods market
- Great market potential at stations
- 100 ServiceStore units already in place
- 360 potential additional locations
- Over 1,000 prospective franchisees
Matching customer demand where needed (1):
DB ServiceStore at Ludwigsfelde

before

Floorspace 42 sq.m

after
Matching customer demand where needed (2):
DB ServiceStore at Neckargemünd

before

Floorspace 64 sq.m

after
Matching customer demand where needed (3): DB ServiceStore at Bad Kleinen

Before:
Floorspace 36 sq.m

After: