Polish Railway Station Company: brand strategy

Hubert KUBASIEWICZ
PKP
Deputy Director
TODAY'S PROBLEMS WITH PKP BRAND

- The main problem: the image
- Low aspirations – railway station is positioned at the bottom of public buildings, blocking the development and commercial attractiveness of the brand
- The brand doesn’t attract customers
- Poor brand image lowers its effectiveness
- Poor quality brand conducive to lowering the level of its members
- Inefficient high-cost management
- Lack of sufficient funds for development
- Lack of highly qualified personnel to handle brand
MAIN GOAL: BUILD A STRONG BRAND

DWORZEC POLSKI
(POLISH RAILWAY STATION COMPANY)

- PASSENGER FRIENDLY
- COMFORTABLE
- INFORMATION SERVING
- SAFE
- INTEGRATED WITH PUBLIC TRANSPORT SYSTEM
- STRONGLY LINKED TO URBAN SPACE
- EFFECTIVE MODERN MANAGEMENT
Directions of Development_

Option 1 – Integrated Formula

- Managing all stations under DWORZEC POLSKI brand
- Establishing own net brands – fastfood, courier services, shops at stations etc.
- Potential investor acquire shares and invest in development of the company
- Stock market

Option 2 – Umbrella Brand

- Top stations managed by new company established with other investors. Stations are divided into categories (platin, gold, silver and bronze)
- DWORZEC POLSKI establishes new companies with local authorities to manage stations
- DWORZEC POLSKI establishes new legal persons specialized in managing different types of stations (like BahnhofCity in Austria)
Sources of Financing

Main Sources of Financing

Station charge

Rental income from stores and vendors, parking fees etc.
Sources of Financing

Additional financing sources

- Advertising
  (outdoor, internet)

- Intermediation Services
  (ticket sale, hotels, taxi, courier services)

- Own Brand
  (shops, food-courts, public transportation)
Wroclaw Glowny Railway Station

Thank you for your attention