

**nextstation**  
PARIS 2007

**6 & 7 décembre 2007**

2<sup>ÈME</sup> CONFÉRENCE INTERNATIONALE  
SUR LES GARES FERROVIAIRES



## Next Station

*Innovating to satisfy customers in vending*



# Overall offer in vending



# Frequency & penetration impact

## Public transports

<b>Consumers</b>	<b>40 %</b>
Hard users At least once a day	5 %
Regular Consumers At least once a week	10 %
Erratic Consumers At least once a month	25 %

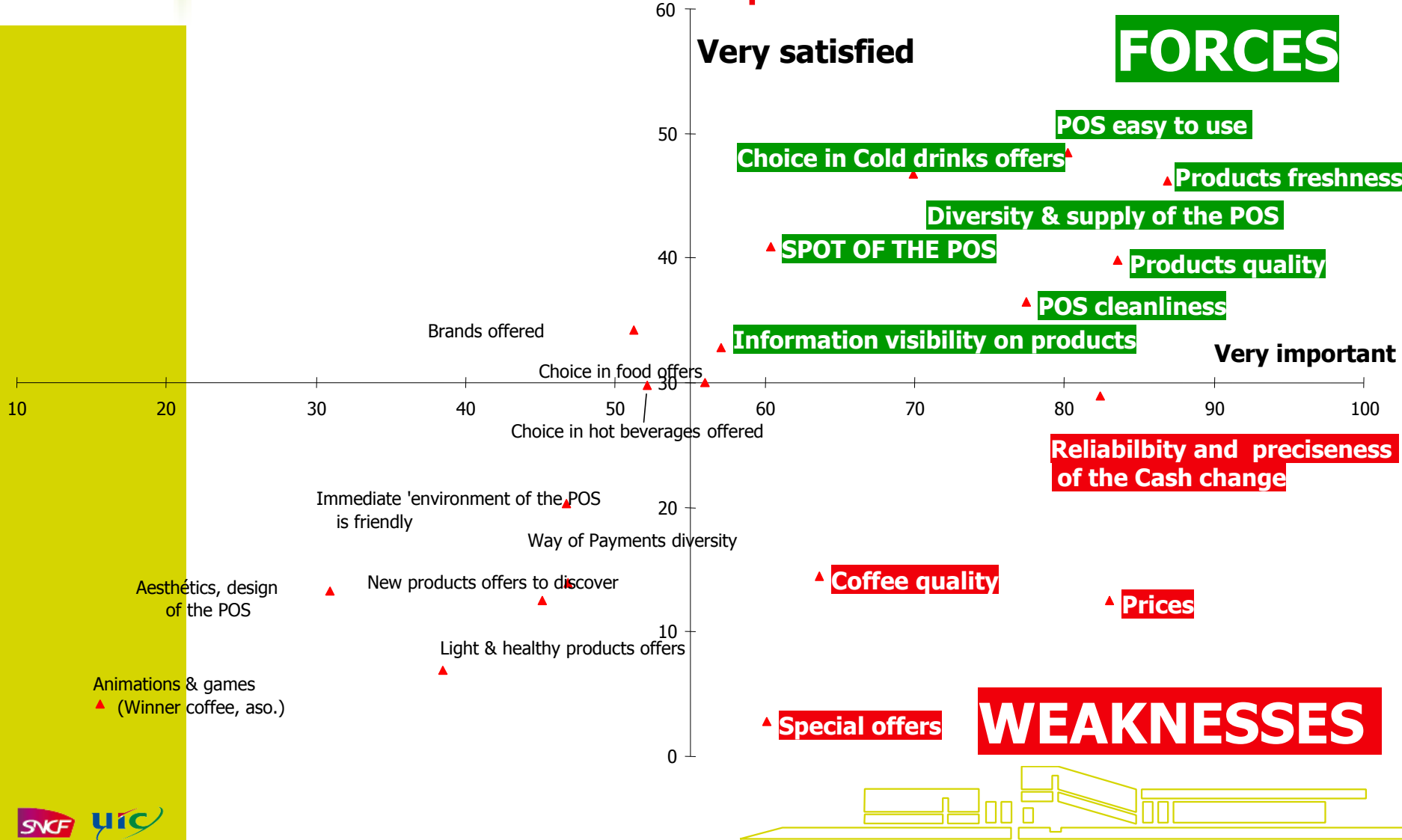
<b>Non consumers</b>	<b>60 %</b>
Very erratic Less than once a month	25 %
Absolutely Non Consumers Never	35 %

<b>Consumers</b>	Young people 16-34 years old = 70% of the consumers
<b>Non consumers</b>	35 years old & over



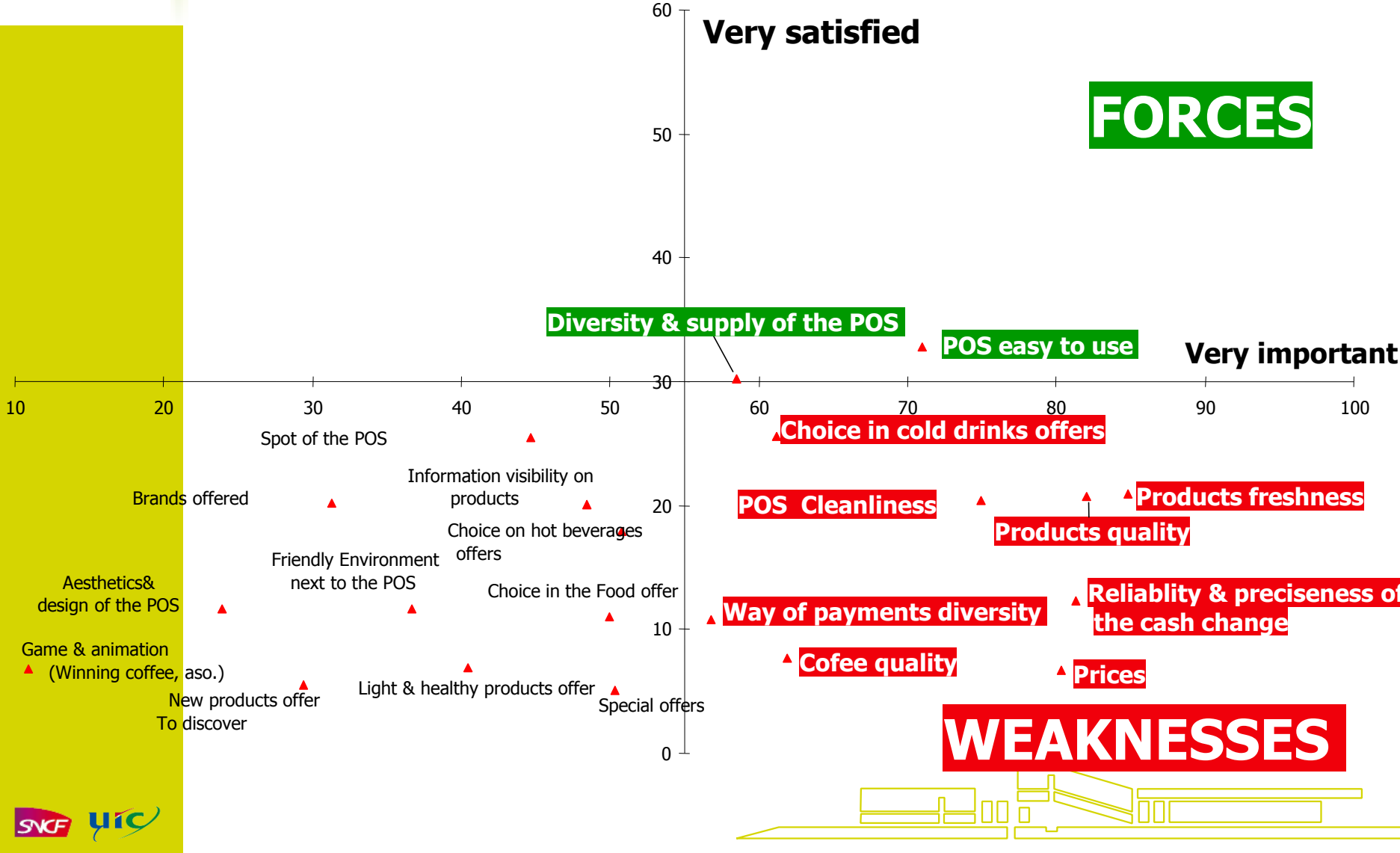
# Importance / Satisfaction

## Consumers in Public Transports



# Importance / Satisfaction

## NON Consumers Public Transports



# What is the answer?

Increase impulse and work with – emotions – colours- communication



# Freshness

Introduce new product range like

Waterbar



Fruits



Smoothies



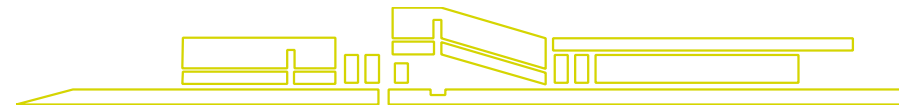
Cafe Latte



# Increase convenience



Coffee to go



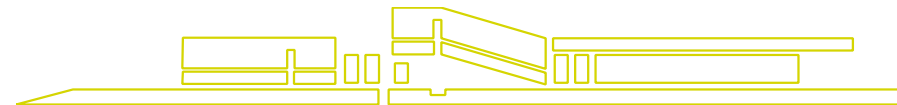


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# Avoid the coins offer new payment Solutions

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# Summary

- Vending full fills requirements of clear defined target groups in railway stations
- Easy and focused communication required
- Spot – availability – convenience is key
- Freshness enter in vending offer
- New payment systems allows change in offer

