

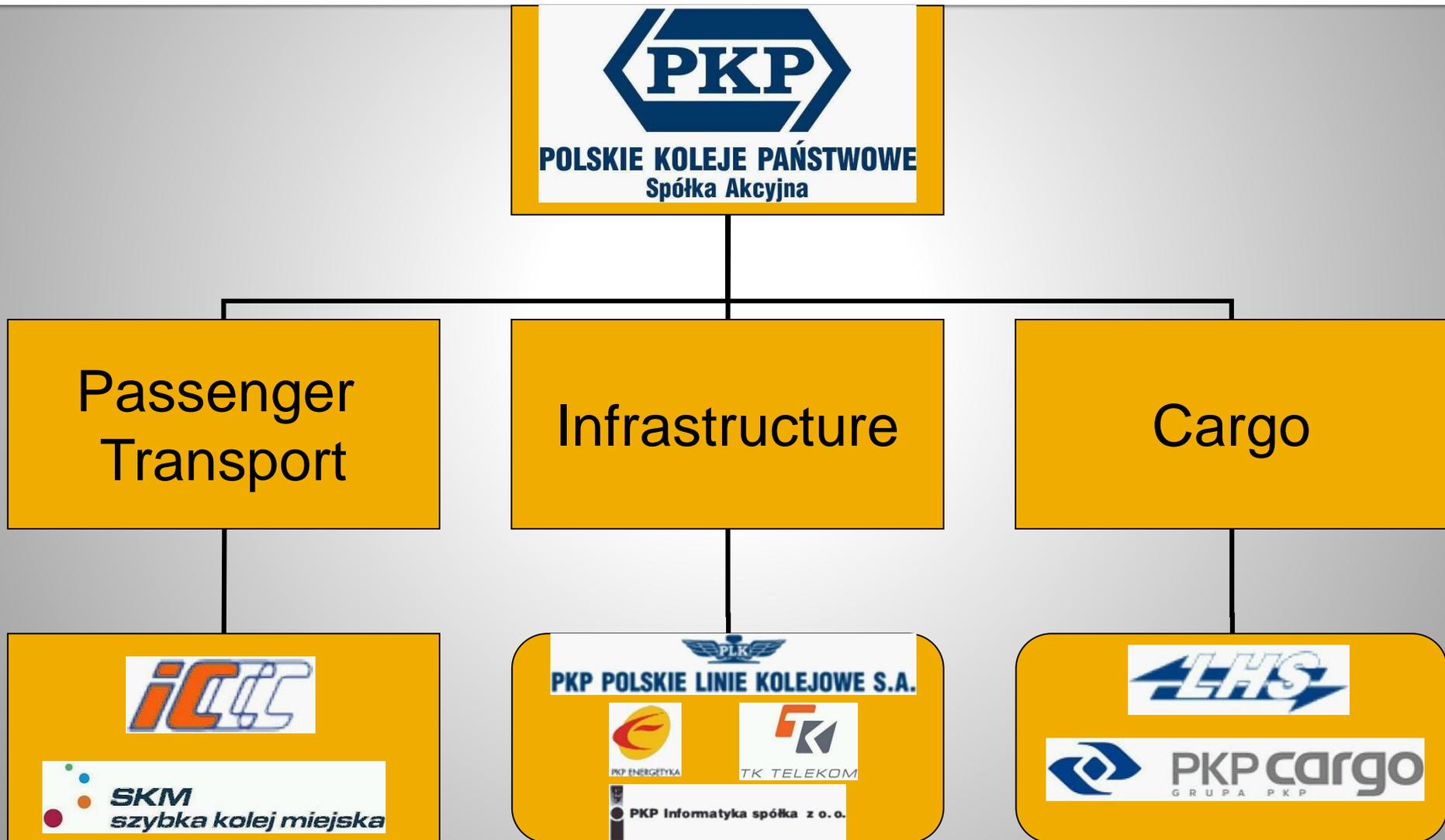
Polish Railway Station Company: brand strategy

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POLISH STATE RAILWAYS GROUP STRUCTURE (SINCE 2001)_



TODAYS 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 MENAGEMENT

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

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graph TD; A[Main Sources of Financing] --- B[Station charge]; A --- C["Rental income from stores and vendors, parking fees etc."]
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Station charge

**Rental income from
stores and vendors,
parking fees etc.**

Sources of Financing_

Additional financing sources

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graph TD; A[Additional financing sources] --- B[Advertising (outdoor, internet)]; A --- C[Intermediation Services (ticket sale, hotels, taxi, courier services)]; A --- D[Own Brand (shops, food-courts, public transportation)];
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Advertising
(outdoor, internet)

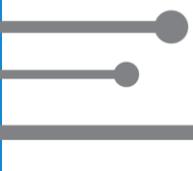
Intermediation Services
(ticket sale, hotels, taxi, courier services)

Own Brand
(shops, food-courts, public transportation)

Wroclaw Glowny Railway Station



Thank you for your attention_



next**station**
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