

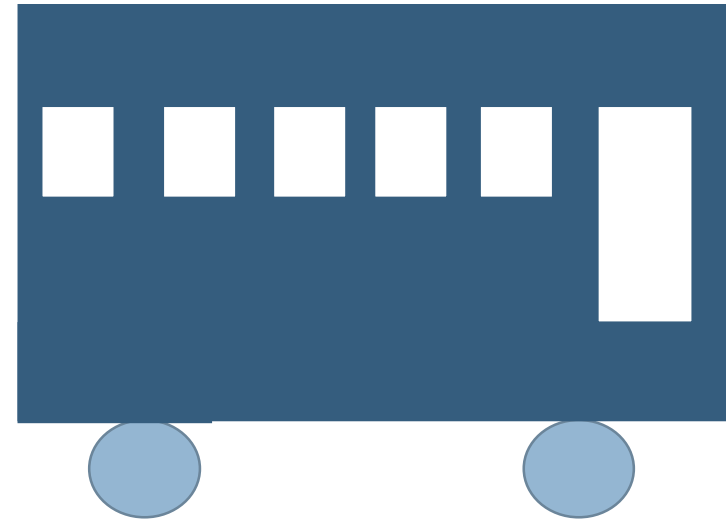
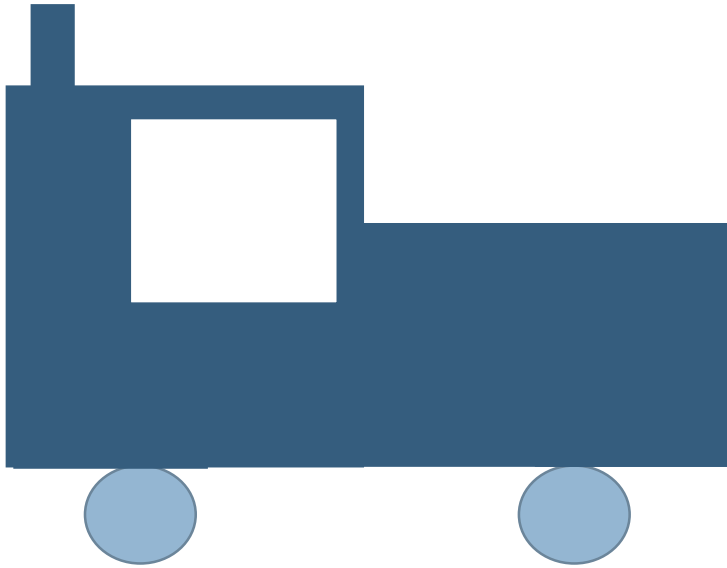
Disrupt or be disrupted:

FLIXable travels for
everyone

Technische Universität Kaiserslautern

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Once upon a time...



Train as main alternative for

- Medium and long distance
- Convenient
- Fast
- Sustainable travel to get around Germany!

➤ "Deutsche Bahn" a monopoly

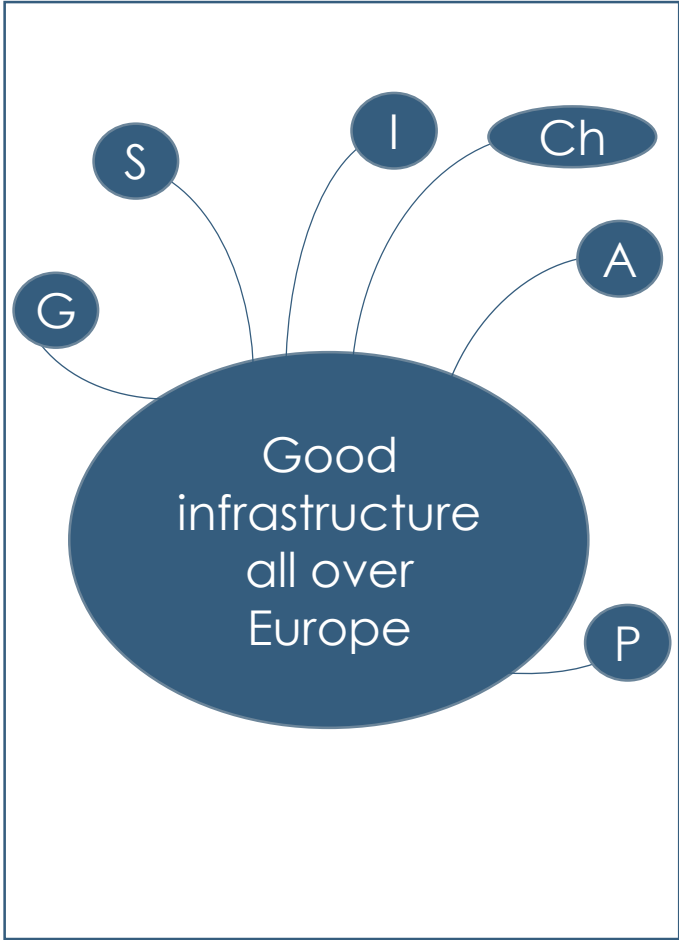
Flixbus as disruptor of the travel industry



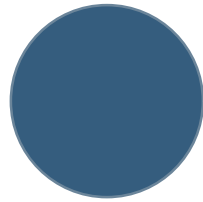
What is Flixbus?

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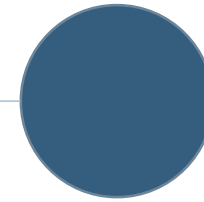
Long distance bus travels



A trip from Stuttgart to Kaiserslautern



Stuttgart



Kaiserslautern

	Flixbus	Deutsche Bahn
Price	10 Euro	20,50 Euro
Time	3 hours	2,25 hours
Pricing	Fixed	Dynamic

Which effects derived from Flixbus disruption?

5

The monopoly position of Deutsche Bahn has been seriously attacked



Ongoing decrease in numbers of passengers

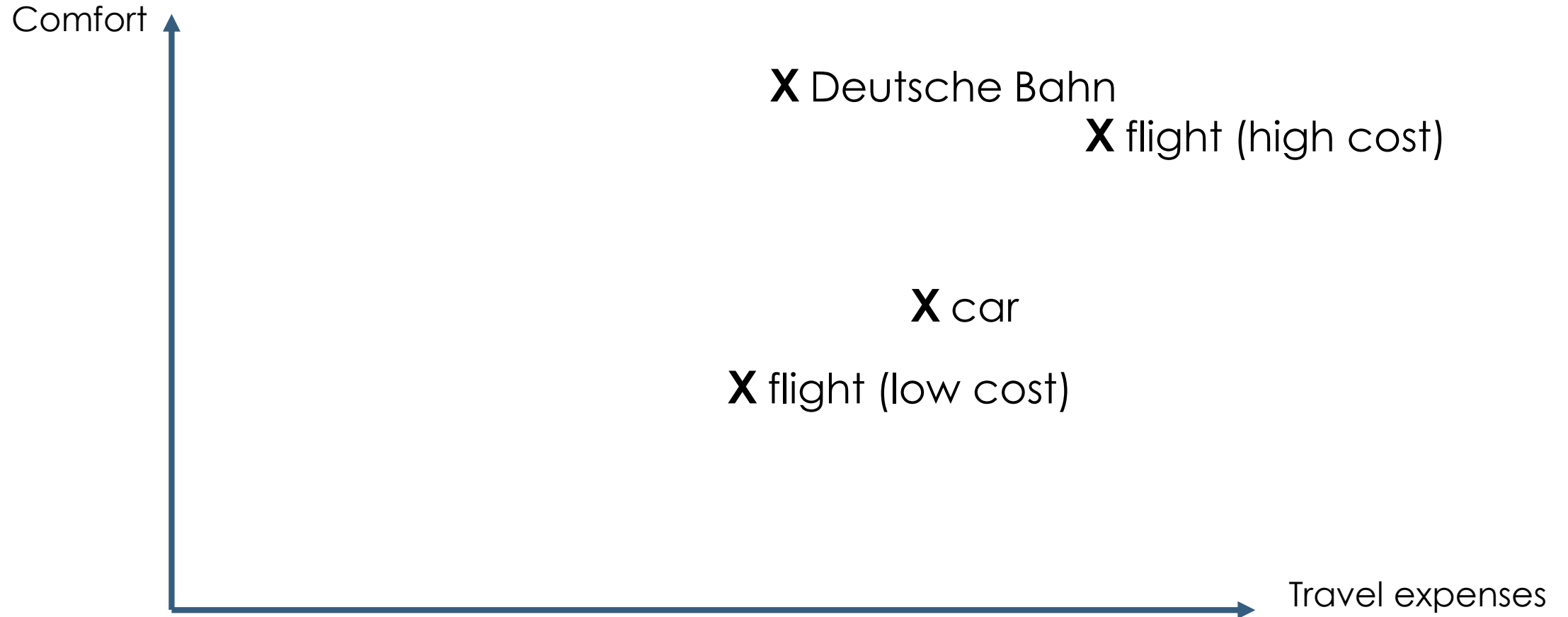


High losses in the first and following years

What enabled this disruption?

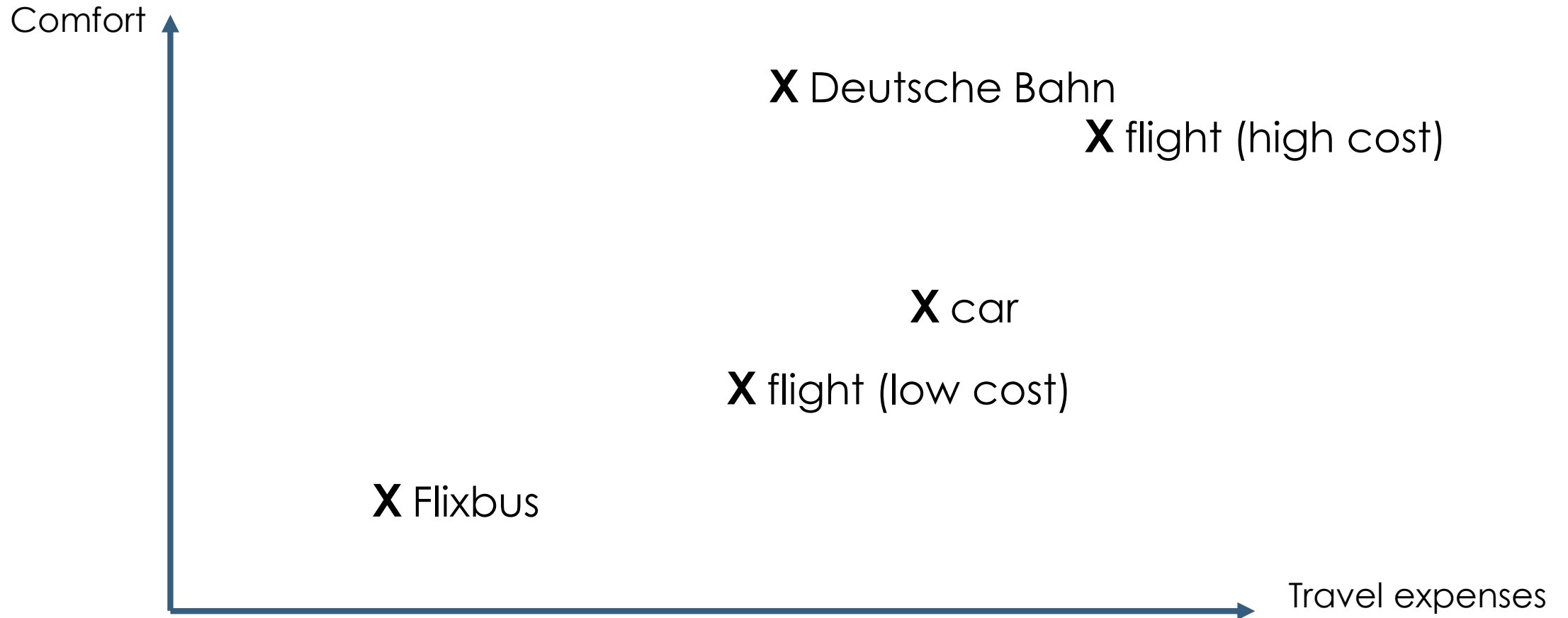
Market segments were not obtained for years

6

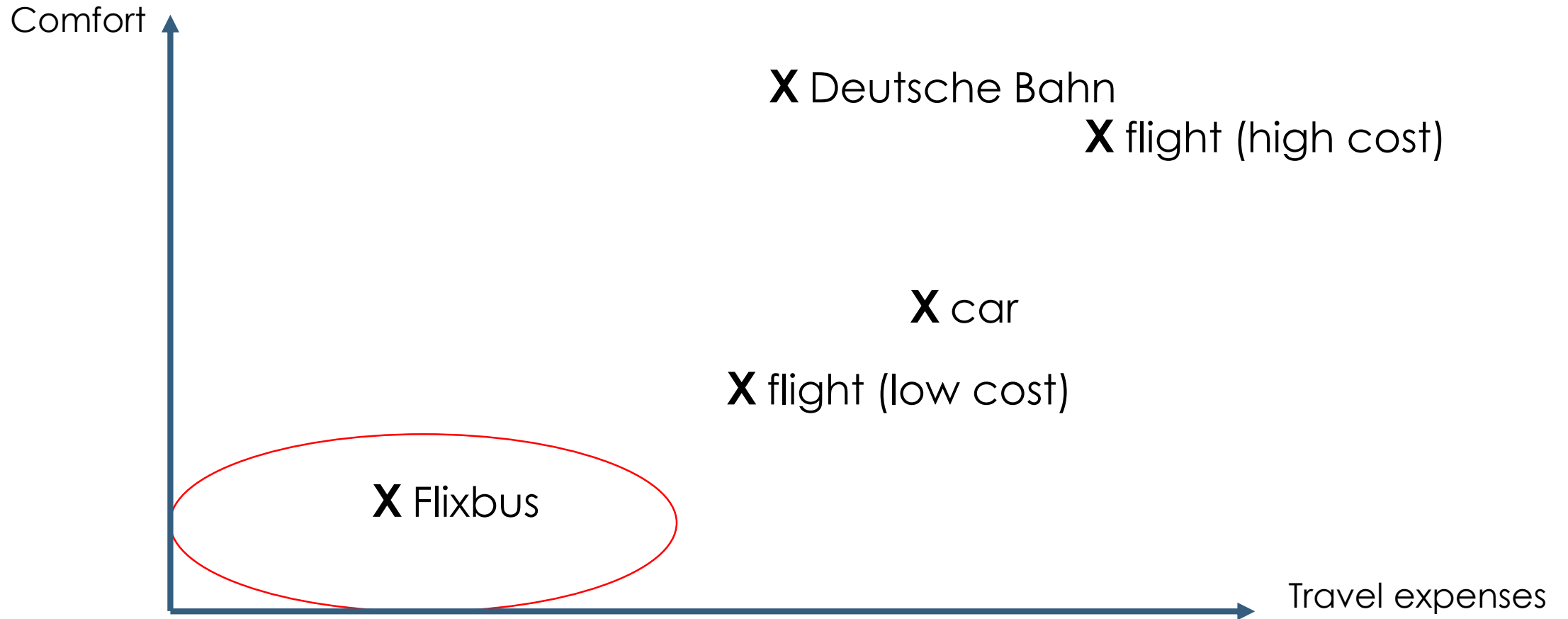


Market segments were not obtained for years

7



Market segments were not obtained for years



Targeting cost-sensitive customer segments

Cost sensitivity becomes increasingly important

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Flixbus

Cost-
driven

Value-
driven

Deutsche Bahn

Increasing number of...

- Seniors with low pension income
- Young people without cars
- Travel activities

Increasing number of cost-sensitive customer segments which did not have alternatives before!

How did Deutsche Bahn react?

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5 years: no reaction

Own long
distance
buses

Flixbus
acquires long
distance
buses of DB

DB introduces
adapted train
pricing system



!Pricing system is still more expensive!

Relied to much on monopoly position

They did not react to economical and social changes

Inflexibility and lack of open-minded decision making

Would there have been feasible alternatives?

1. Acquisition of Flixbus

2. Establish own bus travelling service

1. Further increase core value

2. Increased cost efficiency to offer adapted train pricing system

	Costs	Customer acceptance	Satisfying cost sensitive customer	Revenue
Acquisition of Flixbus	-	+	+	+
Establishing own bus traveling service	-	0	+	+
Further increase core value	-	+	-	0
Increased cost efficiency to offer adapted train pricing system	0	+	+	+

We are looking forward
to discuss on this topic!

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