Project Study: RAILMEN HOTEL with Rail Cargo Carrier (ÖBB)

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Be part of an impactful project: Rail Cargo Carrier (ÖBB Group)

Rail Cargo Carrier – Germany (RCC), a registered company based in Ingolstadt (part of ÖBB), is operating as a railway undertaking in the freight sector on the German railway network. RCC operates locomotives and employs approximately 220 people, 110 of them being engine drivers and the rest being other operational staff such as technical inspectors or shunting agents and office staff such as planners, dispatchers and general administrative personnel (safety management, fleet management, HR, commercial affairs). Total yearly turnover is around 65 Mio €.

The key factor for successful railway operations are motivated and well-trained employees. Qualified personnel are scarce resource in the railway sector especially as training times are long and requirements in the freight sector are high, such as the willingness to work night shifts and to be away from home most of the working time. RCC therefore seeks to provide attractive working conditions to its staff.
Project Study within Rail Cargo Carrier

Railway companies are seeking to get low cost accommodation for their train drivers since competition in the sector is fierce and cost pressure is high. Rail Cargo Carrier would like to explore the opportunity of buying a hotel for their train drivers.

In the light of the tourism industry downturn resulting from the Covid-19 crisis we would like students to set up a business plan for a dedicated type of hotel catering for the special needs of engine drivers and other operational railway staff.

The business plan should provide a detailed analysis of the market opportunity, the marketing and service concept (including the distinctive product and service concepts for such a hotel) as well as financial plan including a DCF-modell and a break-even analysis.
Work on a **highly relevant and strategic project with impact**

Project study in the **field of strategic development**: Your task is to develop a business plan for Rail Cargo Carrier.

You will be directly supervised by the **managing director** of Rail Cargo Carrier.

Get to know the **Rail Cargo Carrier** and position yourself for the future.
Application Process

If you are interested in participating in the project study, please send the following application documents per Email to Ms. Sidney Hribersek:

1. Letter of Motivation
2. CV
3. Transcript of Records

Project Start: May 2021
Application Deadline: April 27th, 2021

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