

Initiative 1 – Sales Promotions

Discription:

- An initiative aimed at improving PKP CARGO's sales performance

Strategic objectives:

- Increase revenue and freight margins

Initiative 2– International Expansion

Discription:

- Leveraging all of PKP CARGO's resources and market advantages in the provision of freight services in international markets

Strategic objectives:

- Expanding freight sales in international markets

Initiative 3 – Improving operational efficiency

Discription:

- Improving PKP CARGO's operational efficiency in the area of transport processes

Strategic objectives:

- Positive impact on EBITDA

Initiative 4 – Improving the efficiency of traction teams

Discription:

- Aligning PKP CARGO's staffing levels with market standards

Strategic objectives:

- Positive impact on EBITDA

Initiative 5 – Information Management

Discription:

- Automation and digitization of operational processes
- Implementation of an integrated IT system and standardization of management reporting across the group, enabling the collection of information necessary for management decision-making

Strategic objectives:

- Integration and development of IT systems toward Business Intelligence

Initiative 6 – Asset Optimization

Discription:

- Generate additional funds by selling non-operating assets (real estate and rolling stock)

Strategic objectives:

- Positive impact on EBITDA

Initiative 7 – Optymalizacja zatrudnienia w obszarze administracyjnym

Description:

- Optimization of the resources required to provide administrative and business support services

Strategic objectives:

- Positive impact on EBITDA

Initiative 8 – Restructuring the Capital Group

Description:

- Assigning business competencies to specific entities within the Capital Group

Strategic objectives:

- Identifying and selling selected entities from the Capital Group
- Streamlining the sales division within the Capital Group
- Streamlining the intermodal and terminal divisions within the Capital Group

Initiative 9 – Project Management Office (PMO)

Description:

- Implement the strategy and establish a PMO to oversee its implementation within the organization

Strategic objectives:

- Implement the strategy
- Monitor the implementation of the strategy