



cutting through complexity™

The KPMG Business Game Plan for



Official Supplier of
Accounting and Tax
Advisory Services

What's your business game plan?

Rugby World Cup 2011 is almost here!

To make the most of the coming opportunity you should be revisiting your business plan to ensure you are on track to understand what is possible and how you can achieve your goals.

Finalise your plan

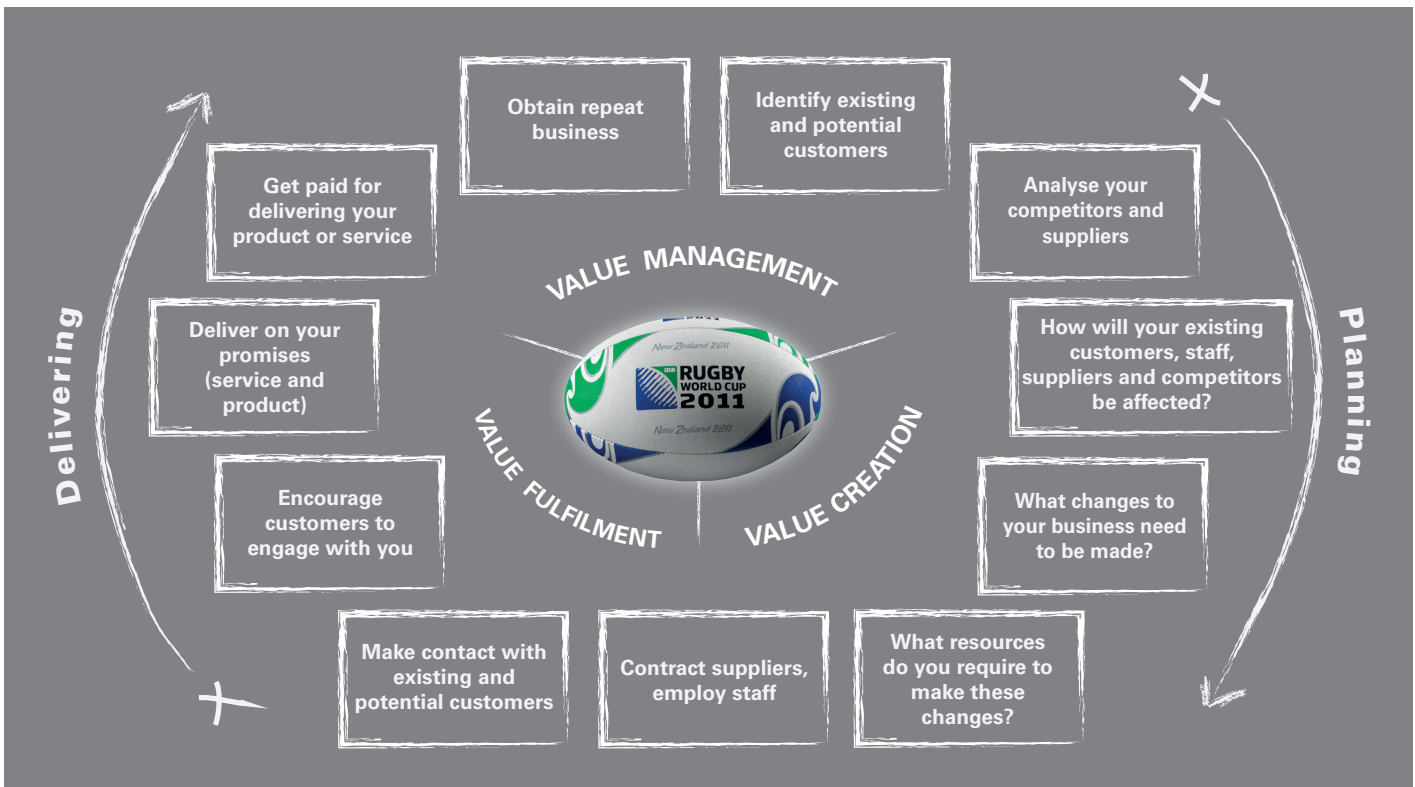
As the Official Tournament Supplier of Accounting and Tax Advisory Services for Rugby World Cup 2011, KPMG have developed this workbook to help you put together your plan to find, get and keep new customers during the Tournament.

What are you doing before, during and after Rugby World Cup 2011? You should know:

- What a successful Tournament looks like for your business.
- What resources (people, products and processes) you must have to achieve that success.
- How you will continue to build on the contacts, successes and lessons arising from the Tournament.

Using this workbook

You can complete this workbook on-screen and save it for your own use. Or you can simply print off the template and fill in the gaps. If you need any help with any aspect of your business game plan, please get in touch with one of the KPMG contacts listed on the end page of this workbook.



The complex nature of Rugby World Cup 2011 means business opportunities can be found in many places.

Before the game...

What do you want out of Rugby World Cup 2011?

How will you measure success
(in financial and non-financial terms)?

Who do you want to meet?

What are the characteristics of the ideal
customer that will add value to your business
during the Tournament and longer-term?

Where are you going to find the customers?

How are they going to find you?

How can you use the NZ 2011 Business Club and
the REAL NZ showcase?

Before the game...

What impacts will the Tournament have on your target customers, staff, suppliers and competitors (traffic, transport, commercial rights)?

And how are you going to deal with these impacts?

What performance gaps exist in the capabilities of suppliers and staff?

What training is necessary?

Where are your gaps in resources?

For example, do you need to hire staff, obtain funding, sign contracts, hire space, engage suppliers?

Before the game...

What is the impact on cash-flow?

Have you reviewed your cash-flow and arranged additional funding?

What are the key risks associated with your plan and who will be responsible for managing those risks?

How will you communicate the plan with your team?

On the field ...

What is your “connection plan” (delivering your message/product/service to the people you meet):

- What do you want to tell them?

- What do you want to find out from them?

- How do you want them to feel?

- What do you want them to do?

On the field ...

For visitor-facing businesses, how do you make staff aware of what is expected in terms of maximising every sale?

How have you ensured your staff are focused on your plan and suppliers meet your requirements?



Be ready to deal with the unexpected; keep an eye on your measures of success and be ready to change tactics.

Have fun!

Post match...

How did you perform against your measures of success?

What lessons have you learned and what actions will you take as a result?

How will you continue to leverage off domestic customers and contacts (local and outside your region)?

How will you maintain and build on relationships with international customers/contacts gained?

Post match...

What help can you get to implement your follow-up plan eg NZTE, Economic Development Agencies, KPMG?

What updates are required to your business and marketing plans for lessons learned?

What are the key risks associated with your revised plan and who is responsible for managing those risks?

What resources will you need to meet your ongoing objectives (time, financial, relationship)?

Now that you have completed your plan:

1. Communicate it with your team.
2. Take action on the areas identified as needing attention.
3. Keep it alive and central to your Rugby World Cup 2011 experience.
4. Get help where required.

If you believe we can help your business during this event, please contact KPMG.

Auckland
Mark Kippenberger
Lead Partner,
Business Advisory

T: +64 (09) 367 5830

E: mkippenberger@kpmg.co.nz

Hamilton
John Pak
Partner,
Business Advisory

T: +64 (07) 858 6514

E: jfpak@kpmg.co.nz

Tauranga
Mark Thomas
Partner,
Business Advisory

T: +64 (07) 571 1777

E: markthomas@kpmg.co.nz

Wellington
Angela Abernethy
Partner,
Business Advisory

T: +64 (04) 816 4511

E: aabernethy@kpmg.co.nz

Christchurch
Andrew Hawkes
Partner,
Business Advisory

T: +64 (03) 353 0093

E: ahawkes@kpmg.co.nz