

# What's your business game plan?



## Rugby World Cup 2011 is almost here!

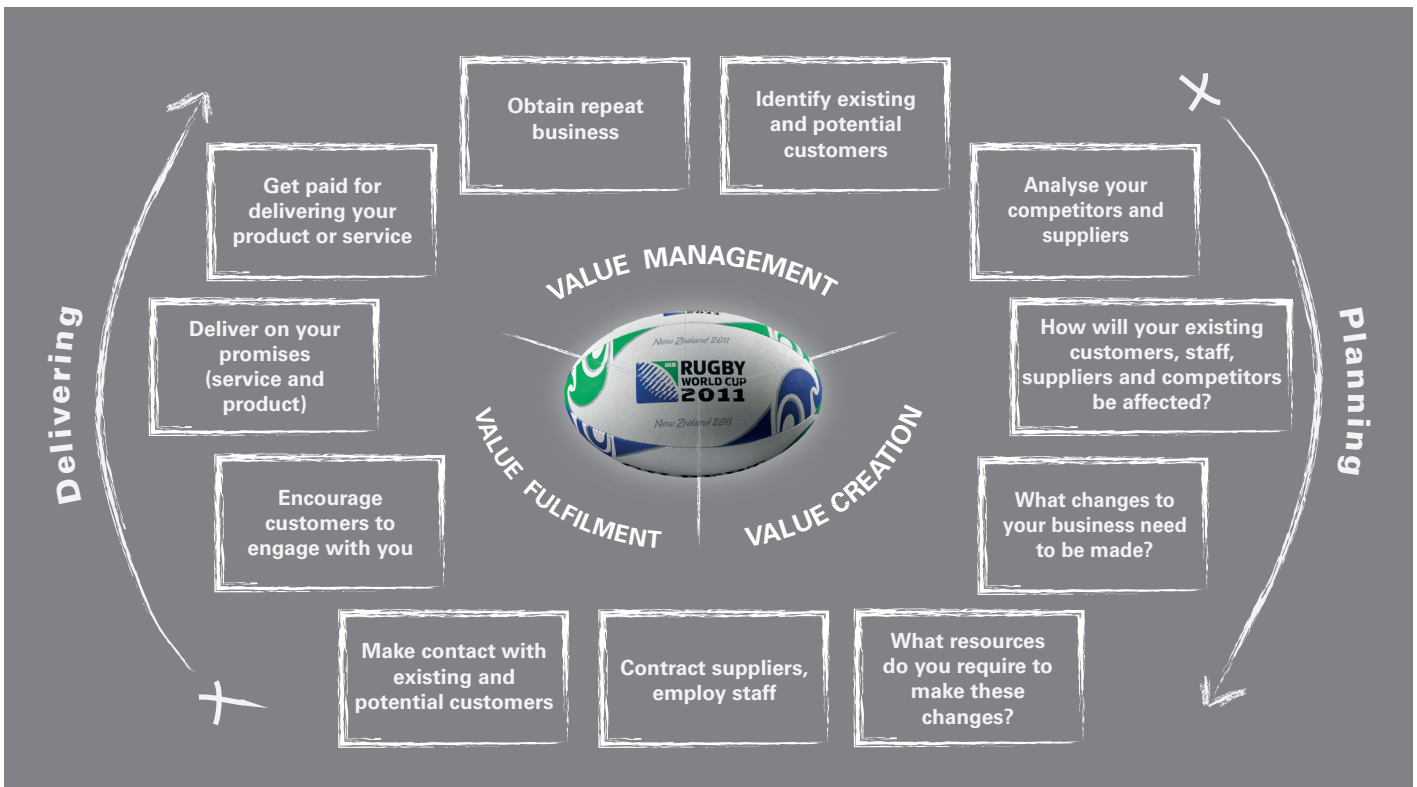
To make the most of the coming opportunity you should be revisiting your business plan to ensure you are on track to understand what is possible and how you can achieve your goals.

## Finalise your plan

As the Official Tournament Supplier of Accounting and Tax Advisory Services for Rugby World Cup 2011, KPMG have outlined a process you may follow to ensure you 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.



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

# The KPMG Business Game Plan

## BEFORE THE GAME ...

- What do you want out of it? How will you measure success (in financial and non-financial terms)?
- Who do you want to meet? What are the characteristics of the customers 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 Business Club?
- 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? Hire staff, obtain funding, sign contracts, hire space, engage suppliers.
- 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 ...

- Implement your "connection plan" (delivering your message/product/service to customers). What do you want to tell the customer? What do you want to find out from them? How do you want the customer to feel? What do you want the customer to do?
- For visitor-facing businesses, make staff aware of what is expected in terms of maximising every sale.
- Ensure 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?
- What help can you get to implement your follow up plan eg NZTE, Economic Development Agencies, KPMG?
- Update 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)?

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

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