

Business Plan 2013_2014

Country - DRC

Date: July 2012



Inspiring new ways

Executive summary: DRC 2013/14

1. Landscape analysis

- Driven by higher commodity prices, real GDP is expected to grow by 7.0% in 2011. Prices are expected to rise by about 13.5% in 2011 - roughly half the rate of inflation in 2010. But its still considered one of the poorest countries in the world
- The stock of external debt is estimated at more than US\$13 billion and debt service represents about a fifth of government spending.
- The economic outlook for DRC is good with growth of 6.2% expected for 2012, but economy is still primarily informal (90%)
- Arrivals to SA grew by 5.6% in 2011 resulting in slightly higher market share of 18.5 %
- Most arrivals are VFR but this has declined slightly since 2007
- Average NITS dropped from \$3520 to \$2890 between 2009-2011
- The only categories of spend showing an increase are medical and shopping
- The high LOS (20) is driven by VFR
- Income distribution in the DRC is highly skewed with the top 20% of consumers accounting for over 50% of income. The top 10% of consumers account for 35% of income. This gives us a potential market of around 7 Million consumers, from which we estimate 360k outbound trips will take place

2. Big thing to be done

- Drive Congolese leisure travellers who are status seekers to experience the modern, affordable luxury that SA offers by effectively utilising all channels to sell SA

Executive summary: DRC 2013/14

3. Campaign idea

- Meet South Africa by embracing a new conversation through connections made and experiences that will enhance your social status
- Combination of consumer and Deal Driven Campaign

4. Measures

- Increase general arrivals to 38 537 (+13.8% over 2011)
- Increase spend to R554 233 549 (+51% over 2011)

5. Project

- Lets get together and start a conversation

6. Finance

- Marketing Budget : R 7 500 000
- Consumer and trade deal driven campaign

Country budget summary - DRC 2013/14

ACTIVITY	CONSUMER AND TRADE PROJECT			TOTAL	
	Distribution in %	Value Distribution ZAR		Distribution in %	Value Distribution ZAR
	of Total Project			of Total Project	
Media	35%	2625000		35%	2625000
Production	14%	1050000		14%	1050000
Activation	20%	1500000		20%	1500000
CRM	16%	1200000		16%	1200000
PR	-			-	
Hosting	15%	1125000		15%	1125000
Capabilities	-			-	
Total of Budget	100%	7500000		100%	7500000

Cash-flow - DRC 2013/14

PROJECT		Quarter 1: Apr-May-Jun F'2013	Quarter 2: Jul-Aug-Sep F'2013	Quarter 3: Oct-Nov-Dec F'2013	Quarter 4: Jan-Feb-Mar F'2014	Total
% distribution		36%	22%	22%	20%	100%
Projects Value distribution		2700000	1650000	1650000	1500000	7500000
	%	36%	22%	22%	20%	100%
TOTAL CASHFLOW DISTRIBUTION	Value	2700000	1650000	1650000	1500000	7500000