



Report to the Lottery Commission

RENEW Project

Business Plan Phase

September 3, 2009

Topics

Project Overview
Workstreams Defined
Other Key Aspects
Project Org Structure
Team Members
Project Schedule



Project Phases

Phase 1 – Business Plan

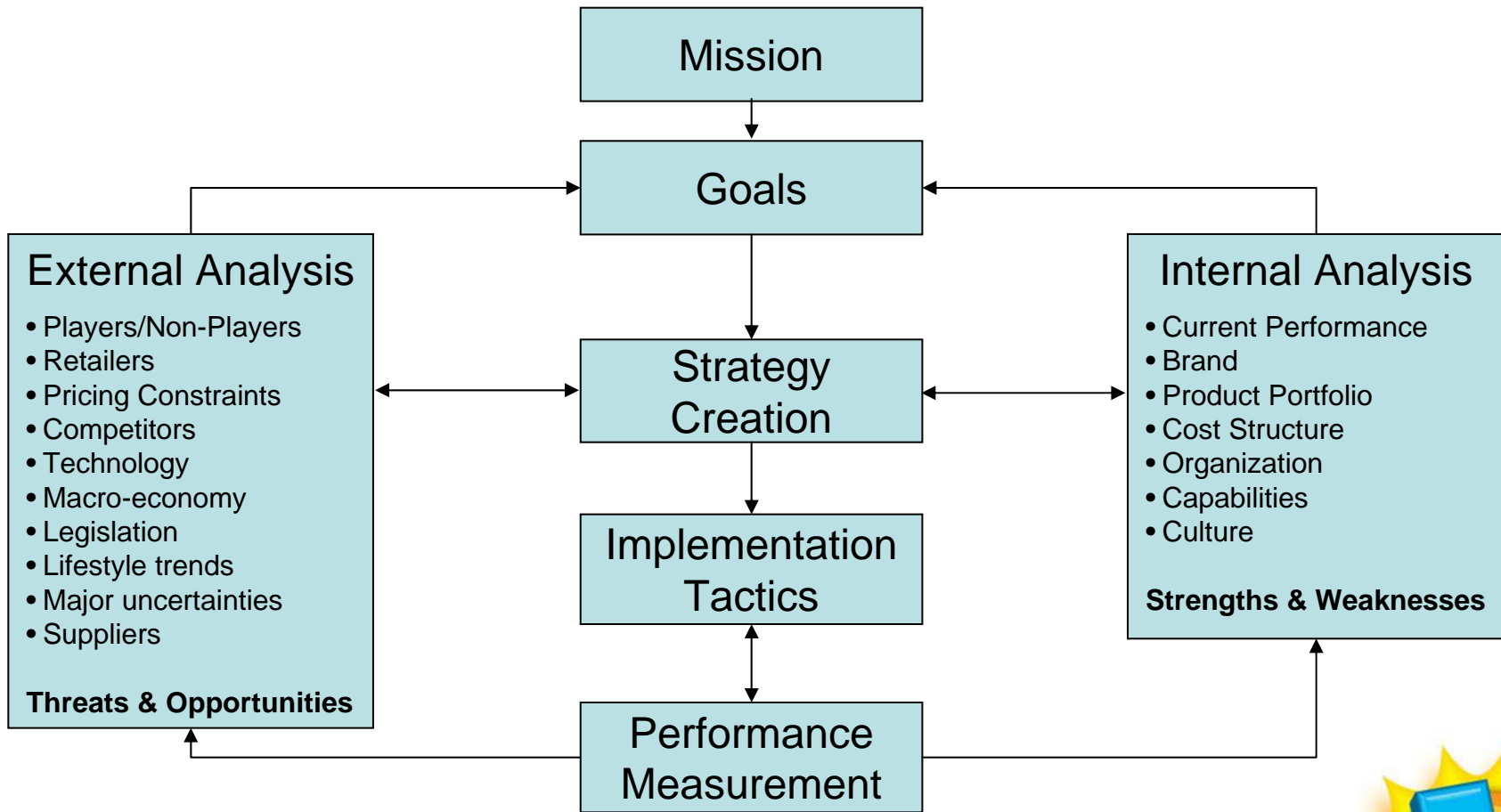
- **Business Strategies**
 - Product, Price & Prize
 - Advertising, Promotions & Player Communications
 - Retailer & Sales Support
 - Scratcher Distribution & Accounting
 - Corporate Social Responsibility
- **Implementation Road Map**
- **Financial Model**

**Quick wins
implemented
concurrently**

Phase 2 – Implementation



Corporate Strategy Development



Incarnations of Business Plan Phase

	Preparation	Review of Issues	Consider Options	Make Decisions
<u>What</u>	<ul style="list-style-type: none"> • Planning and Preparation for first set of site visits • Finalization of Workstream Charters 	<ul style="list-style-type: none"> • Categorization and prioritization of issues facing the lottery • Review and agree on the “do-nothing” scenario 	<ul style="list-style-type: none"> • Review and assessment of options presented by the workstreams to address the identified issues 	<ul style="list-style-type: none"> • Decide on which strategic options to proceed with • Finalize content of the business plan
<u>When</u>	The next 2 weeks	By mid-October	By early December	By mid-January



Product, Price & Prize

- Evaluate our game development process
- Implement a draw games product plan that matches consumer wants and desires
- Establish a longer term Scratcher strategy
- Evaluate our price points
- Optimize our prize structures
- Establish profitability objectives





Advertising, Promotions & Player Communications

- Ad agency roles and relationships
- Evaluate our brand architecture
- The media we use and how we use them
- Getting the most out of our limited budget
- Performance tracking
- Marketing strategy and planning
- Structure of Marketing Division





Retailer & Sales Support

- Optimize size and segmentation of retail network
- Ensure retailers are delivering all potential sales
- Enhance the utilization of the sales force





Scratcher Distribution & Accounting

- Ensure the right products are available to meet player demand
- Implement more efficient inventory and distribution management
- Simplify retailer financial and accounting processes





Corporate Social Responsibility

What this workstream will do:

- Develop a CSR strategy, plan, and roadmap that improves our brand image,
- Communicates all the good things we do, and
- Sets goals.

Some of the areas covered:

- Good causes
- Consumer protection
- Problem gambling prevention
- Energy and resource efficiency



Other Key Aspects

- Team and morale building
- Training and development
- Project management





Other Key Projects

The RENEW Project will be integrated with:

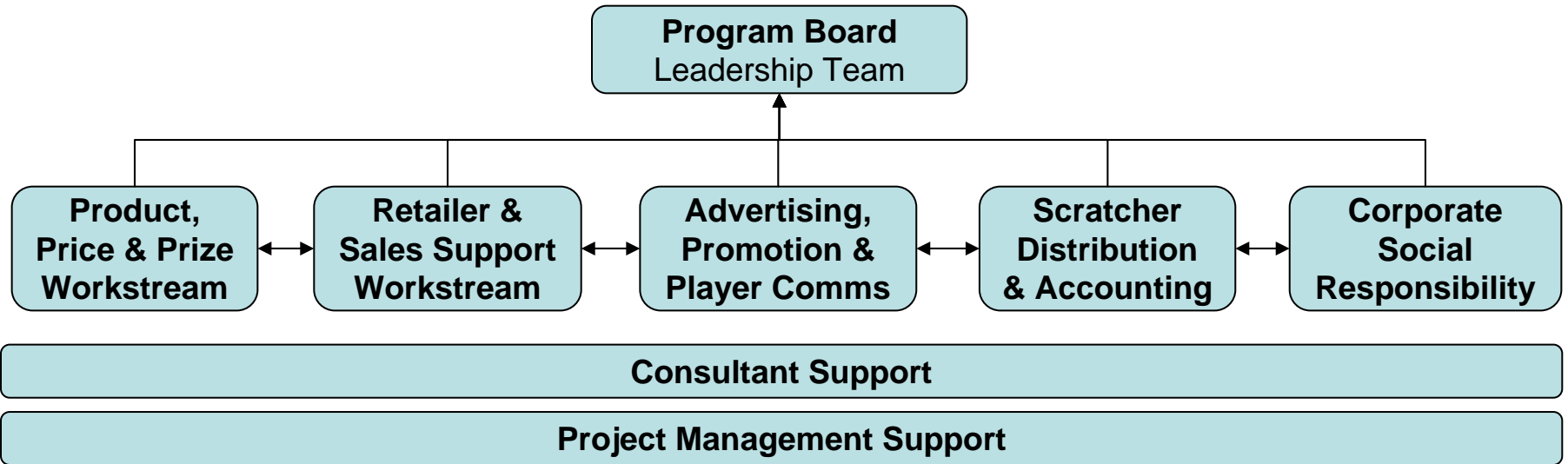
- Project management and training
- Business intelligence
- Migration from a website to a player portal





Project Org Structure

Business Planning Phase



Team Members

- Competitive selection process
- 70+ members from headquarters and across the state



Project Schedule

- Business Plan Presented
 - January/February 2010
 - Quick wins implemented ASAP
- Implementation Phase
 - February/March 2010



Questions?
Comments?

