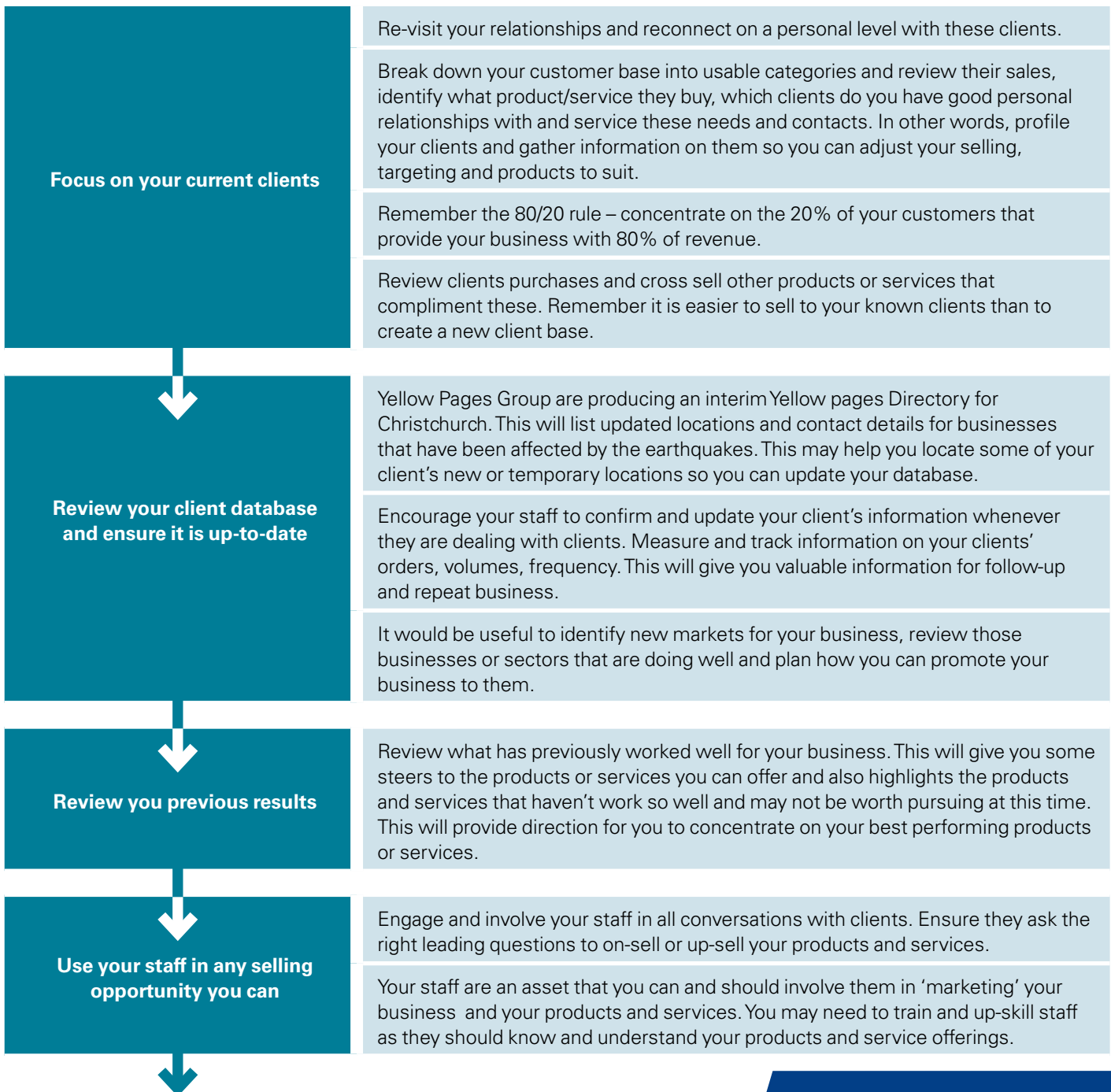


Revisiting your marketing plan

The Christchurch earthquakes will have impacted many areas of your business. Some areas may be getting back to 'as normal as they can be', while other areas of your business will still have many questions marks and uncertainty around them. A key area of your business that you will need to revisit is your marketing plan and strategy. Your approach to marketing after a disaster may need to be reviewed.

In this edition of the KPMG Christchurch Recovery Series our KPMG Business Advisory team has outlined some tactics for you to consider when revisiting your marketing plan.





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