



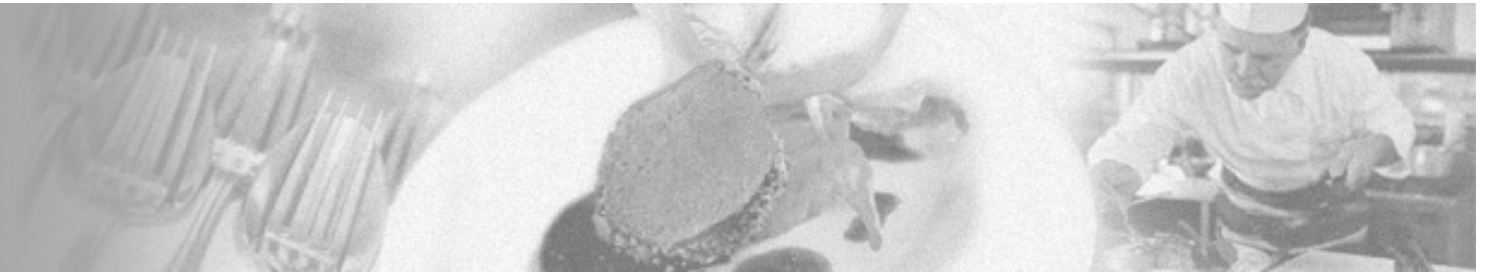
FORMAL GENERAL MEETING HAWKE'S BAY 2010

CEO's Report





**DEER INDUSTRY
NEW ZEALAND**



FOCUSED

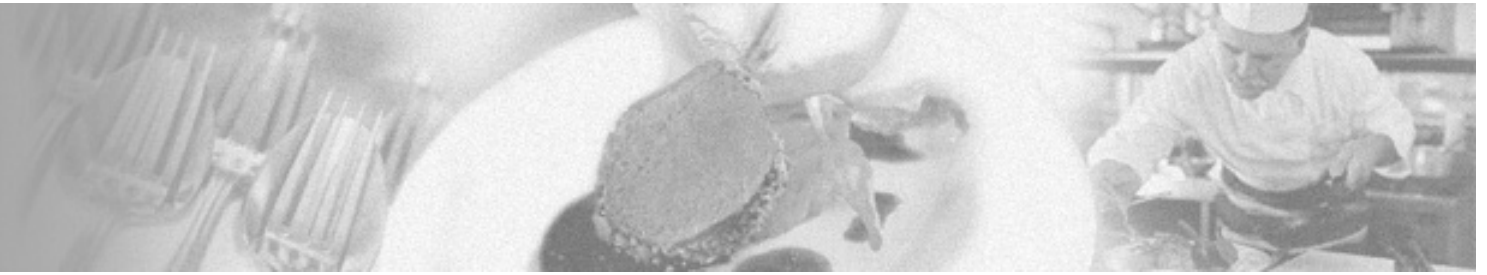


**DEER INDUSTRY CONFERENCE
2010**





DEER INDUSTRY
NEW ZEALAND

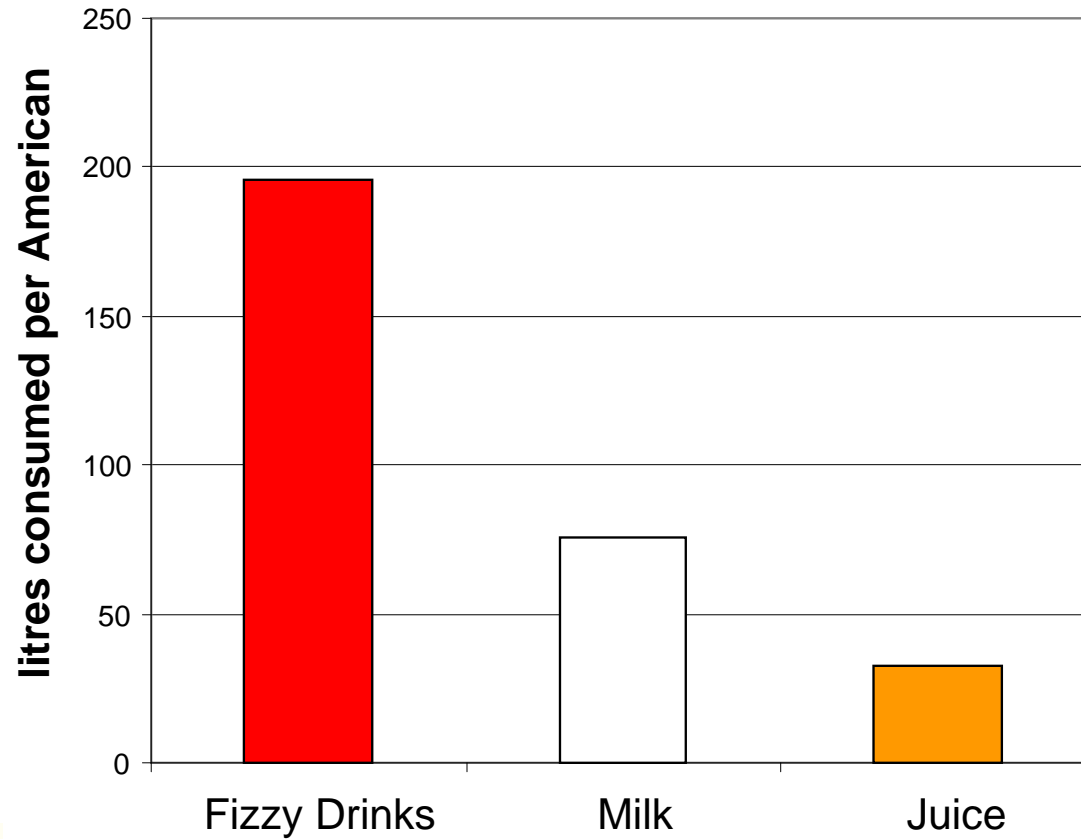


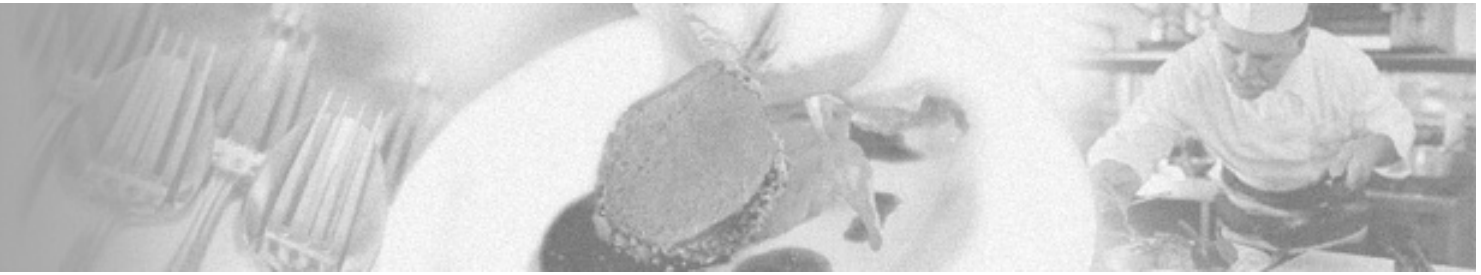
Learn from others





Beverages consumed per American in 2004





- Margins
- Efficient use of assets
- Capital structure

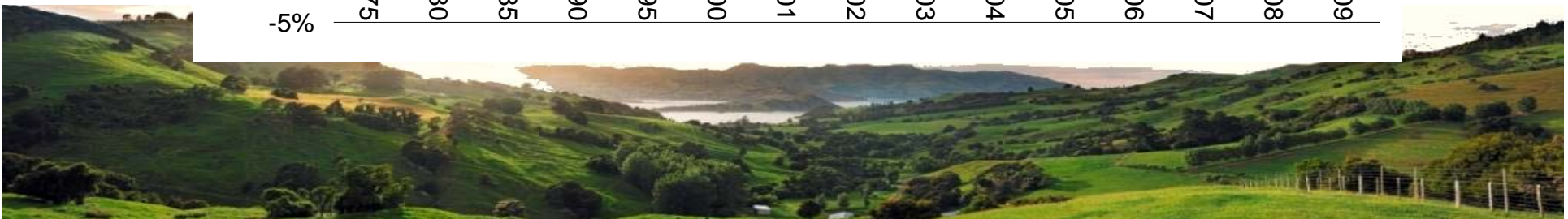
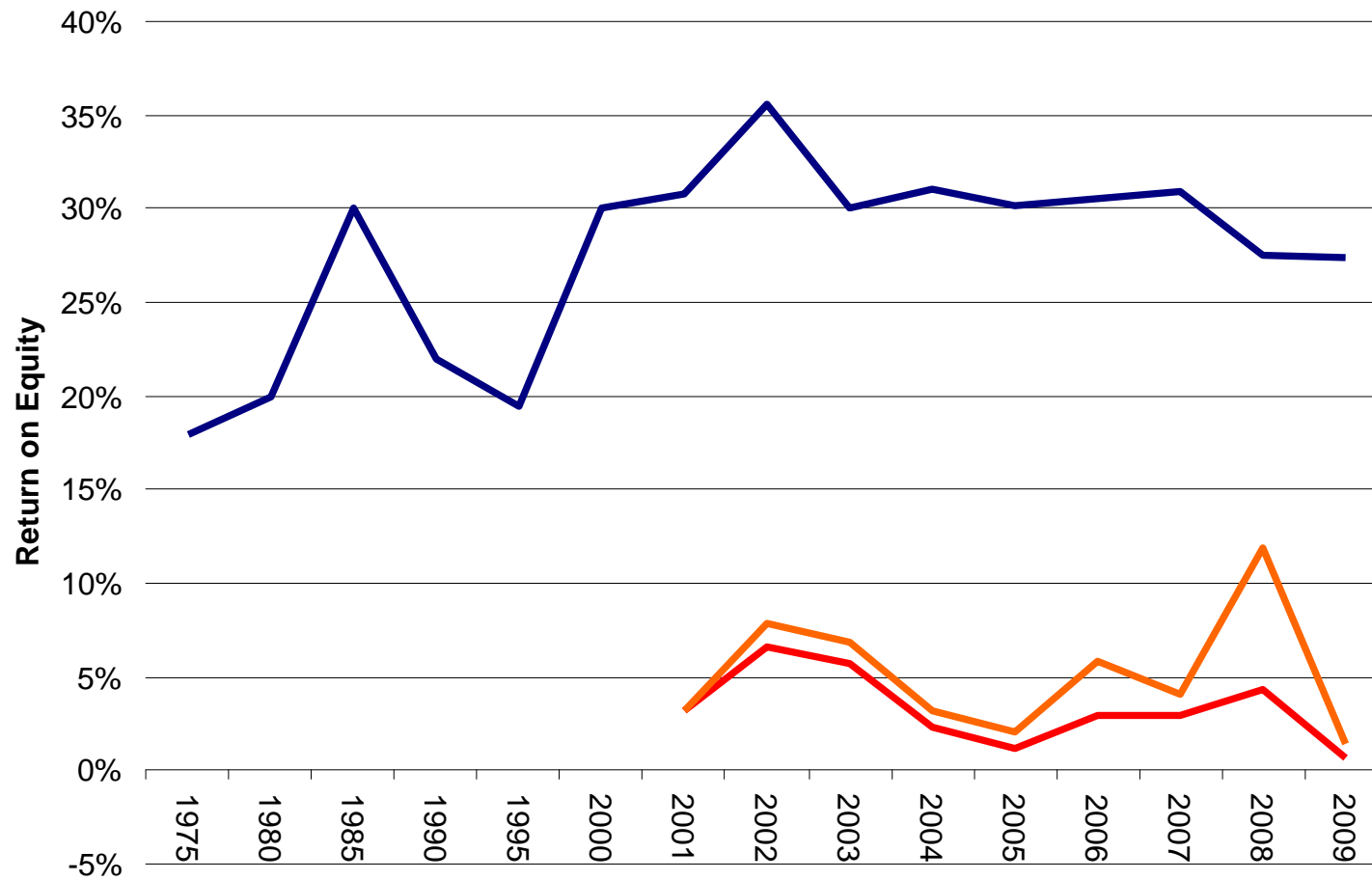


$\frac{\text{Net profit}}{\text{Equity}}$ or Efficiency of use of owner's capital invested



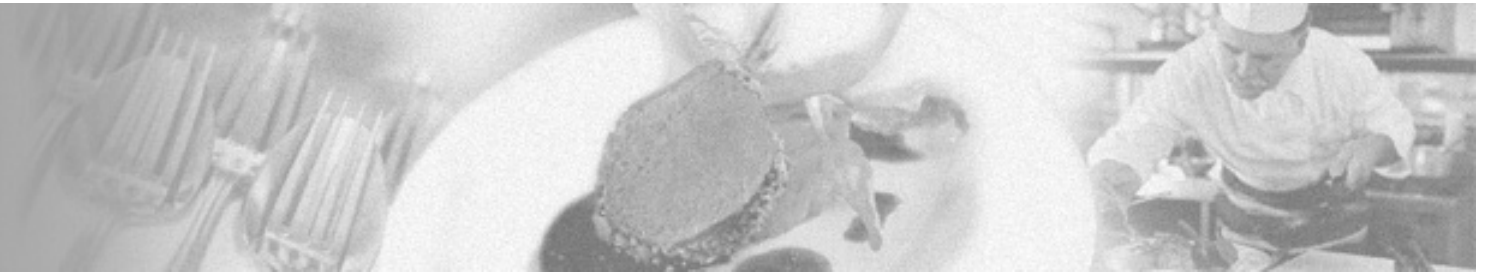


Return on Equity



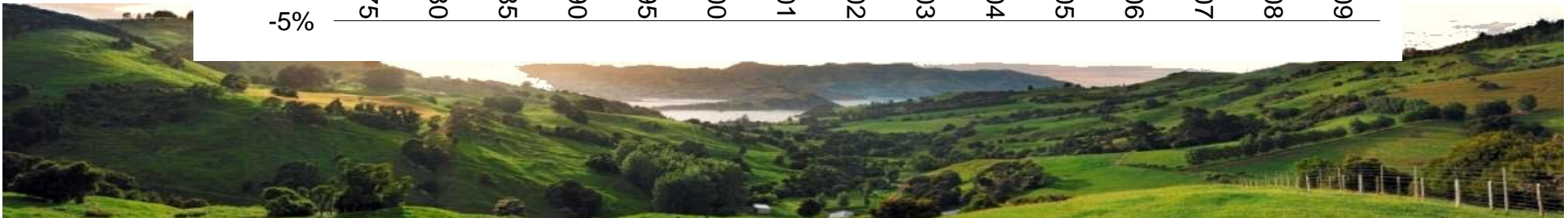
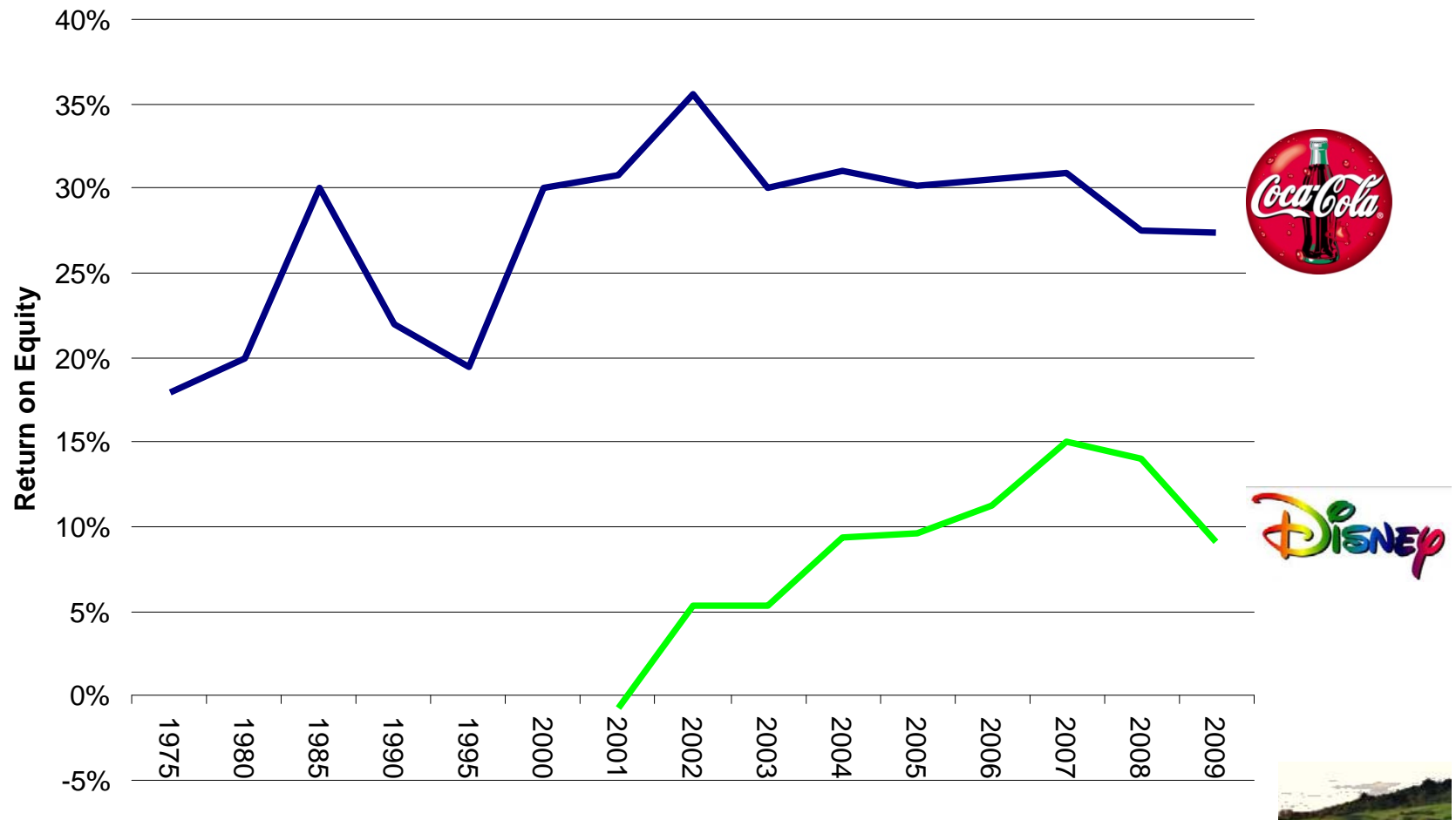


**DEER INDUSTRY
NEW ZEALAND**





Why is Coke so successful?





Why is Coke so successful?

- Branding
 - Coke...?





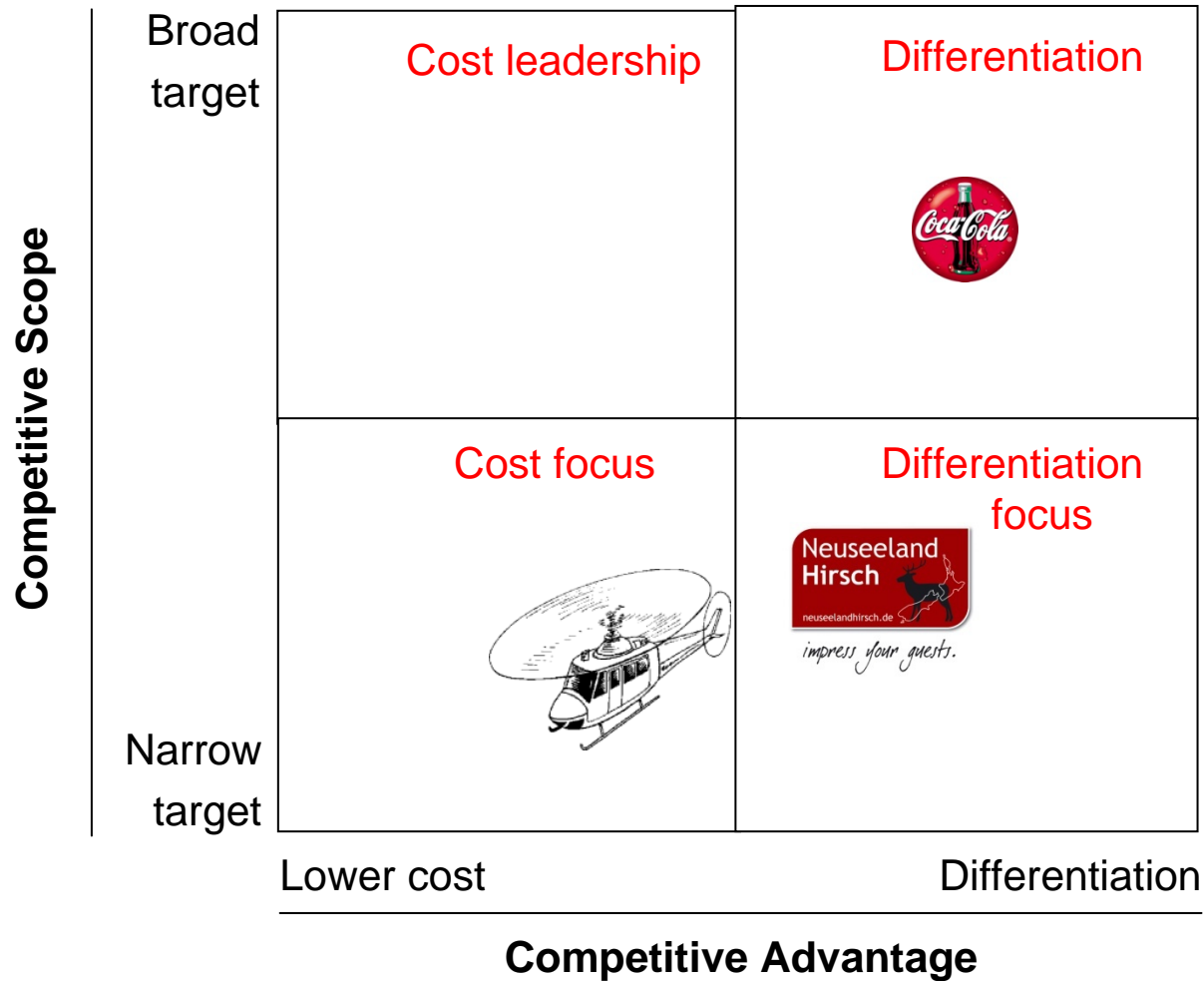
Why is Coke so successful?

Lack of competition?



Competitive Positioning

Why is Coke so successful and what can we learn?





Venison Industry Strategic Intent

1. Create demand-led premium positioning for New Zealand venison

Verras uw gasten

Het Hertenvleesseizoen Start Wees Er Klaar Voor.

Geluwekt hertenvlees is een echte culinaire traktatie. Een gezonde delicatesse die steeds weer aangenaam verrast, vanwege het natuurlijk zacht karakter, de uitgesproken smaak en de milde textuur.

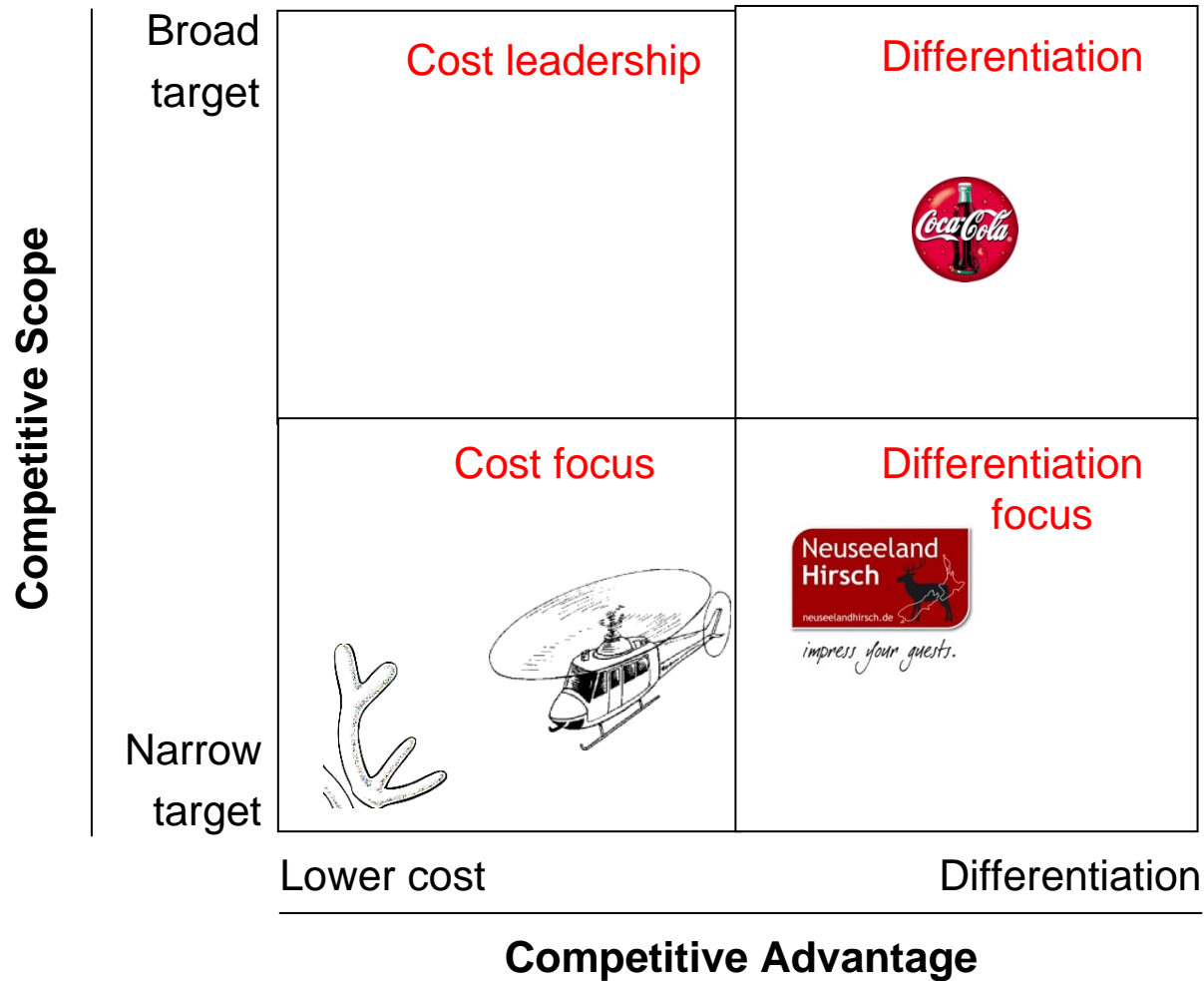


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Competitive Positioning

Why is Coke so successful and what can we learn?



Why is Coke so successful?

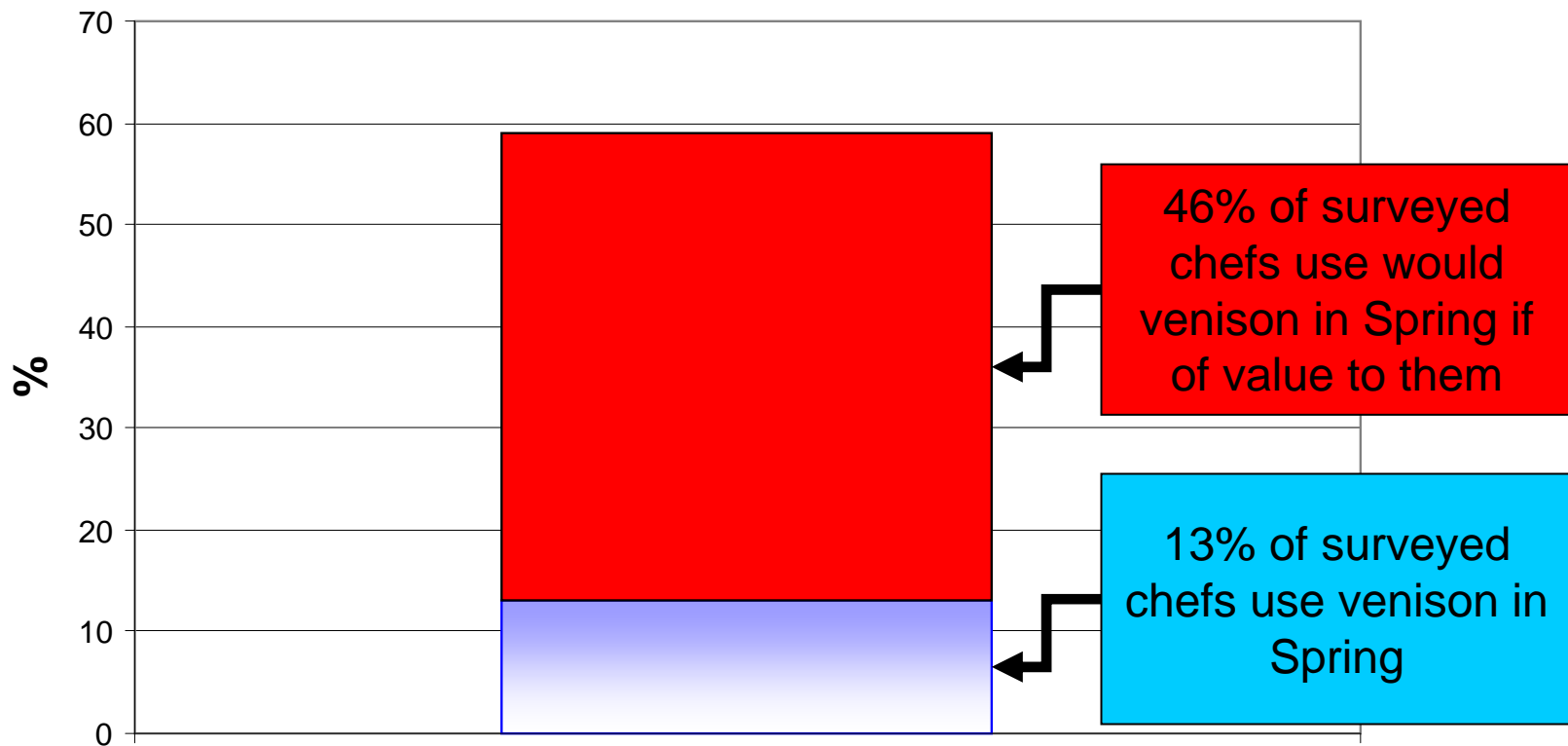
Forms a view of the future –
sets strategy to be consistent with it



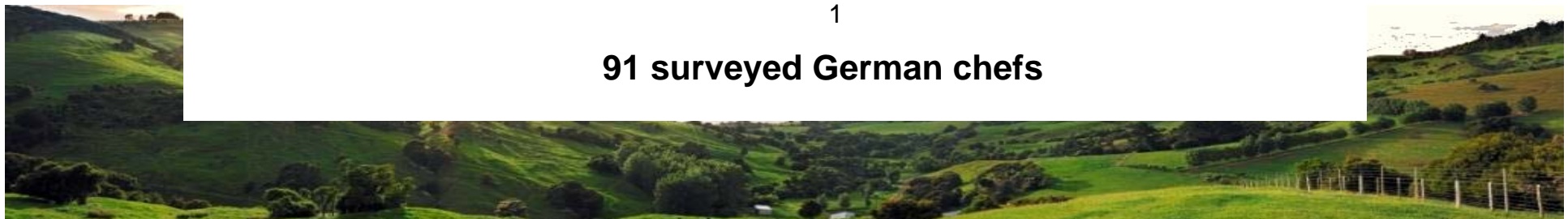


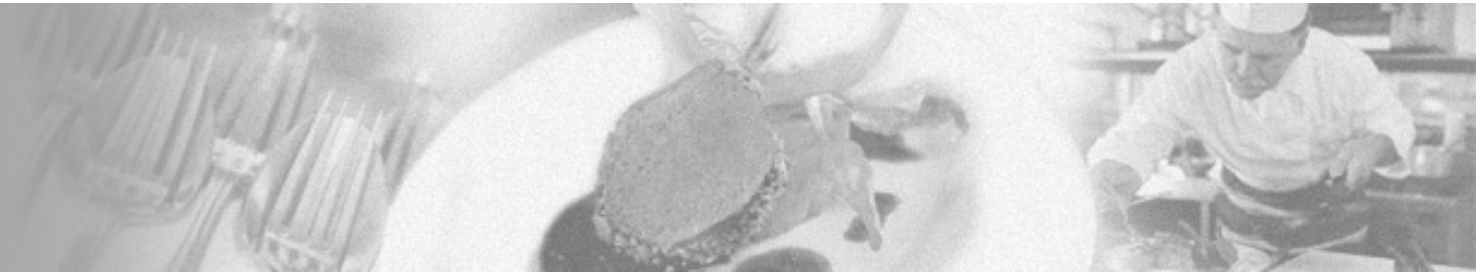
Form a view of the future: venison

Long term sustainable returns: decrease volatility



91 surveyed German chefs





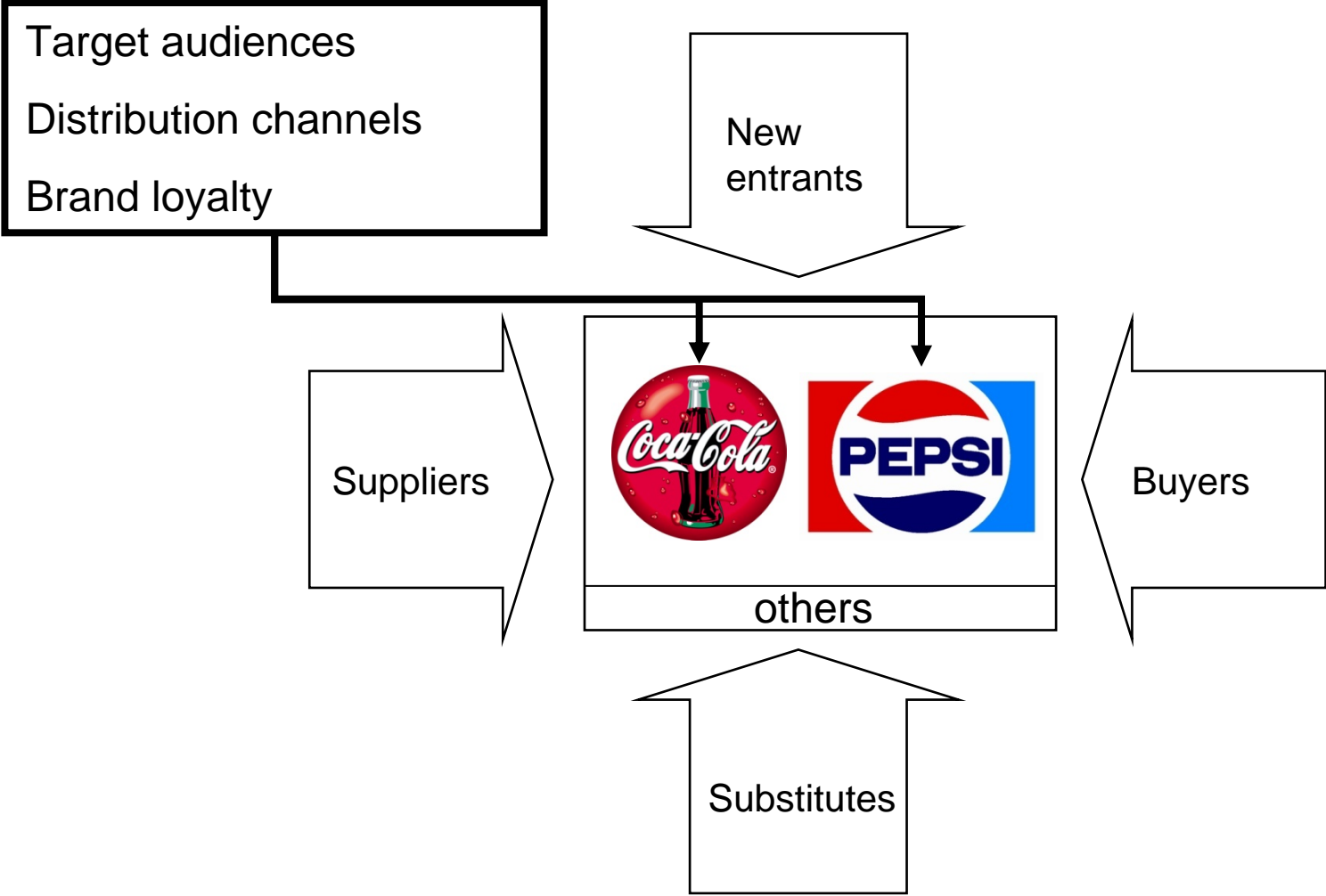
The deer is a Chinese symbol for prosperity and longevity.

The word deer /ù has a similar tone and pronunciation to prosperity.



Five Forces at Work

Carbonated Soft Drinks





Why is Coke so successful?

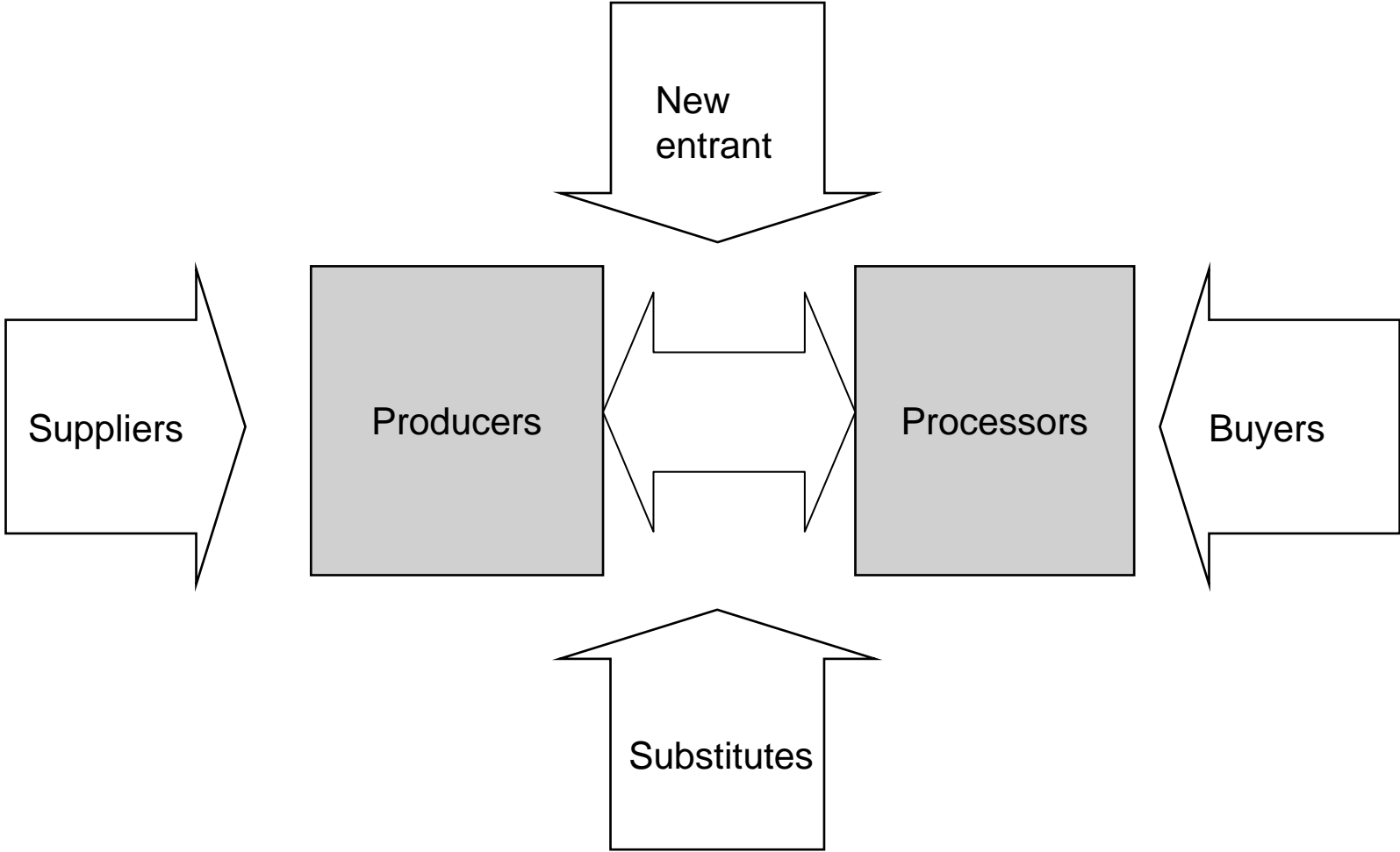
CEO of Pepsico:

"The warfare must be described as a continuing battle without blood. Without Coke, Pepsi would have a tough time being an original and lively competitor... if Coca-cola didn't exist, we'd pray for someone to invent them. And on the other side of the fence, I'm sure the folks at Coke would say the same thing".



Five Forces at Work

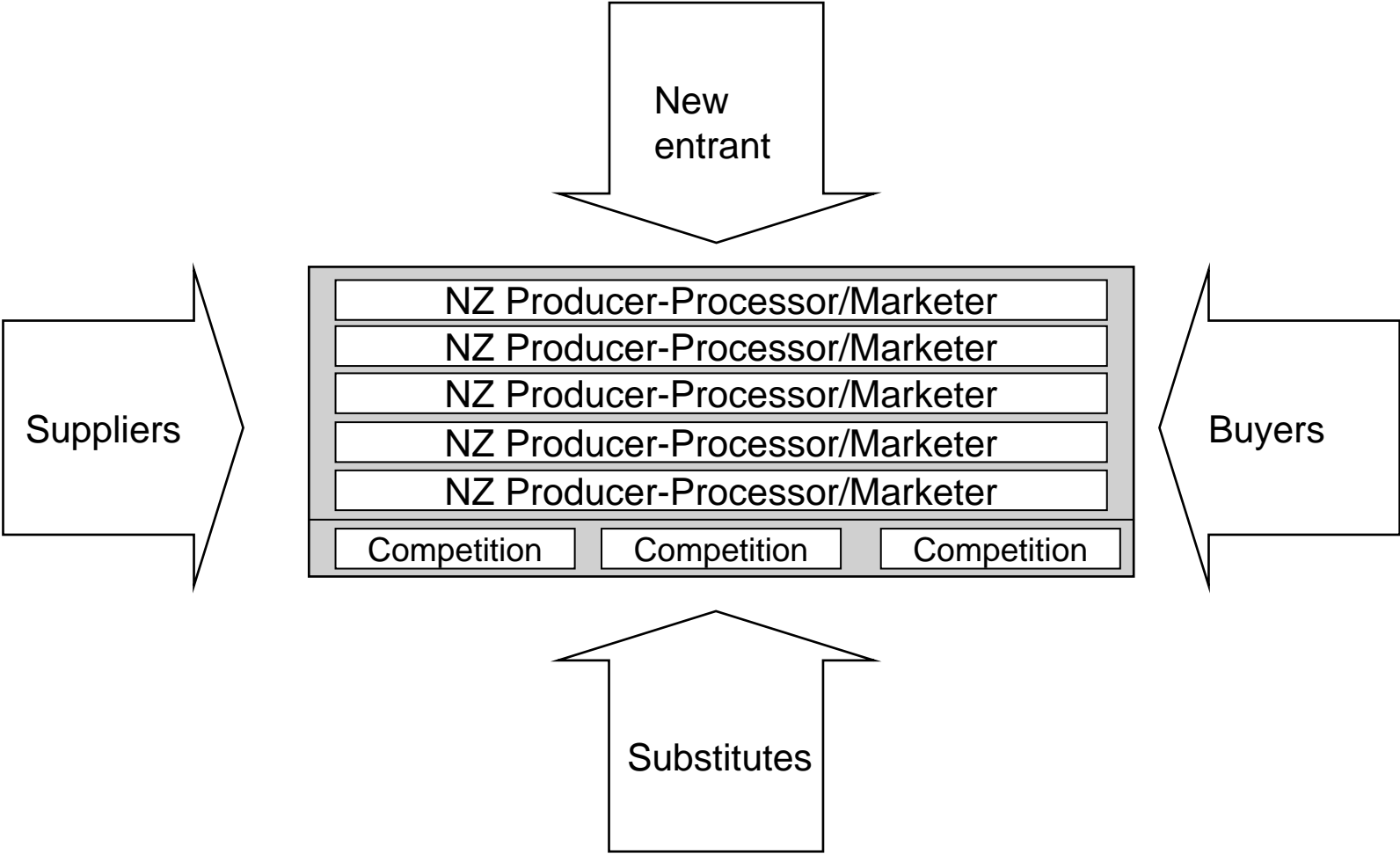
New Zealand venison industry



* Footnote

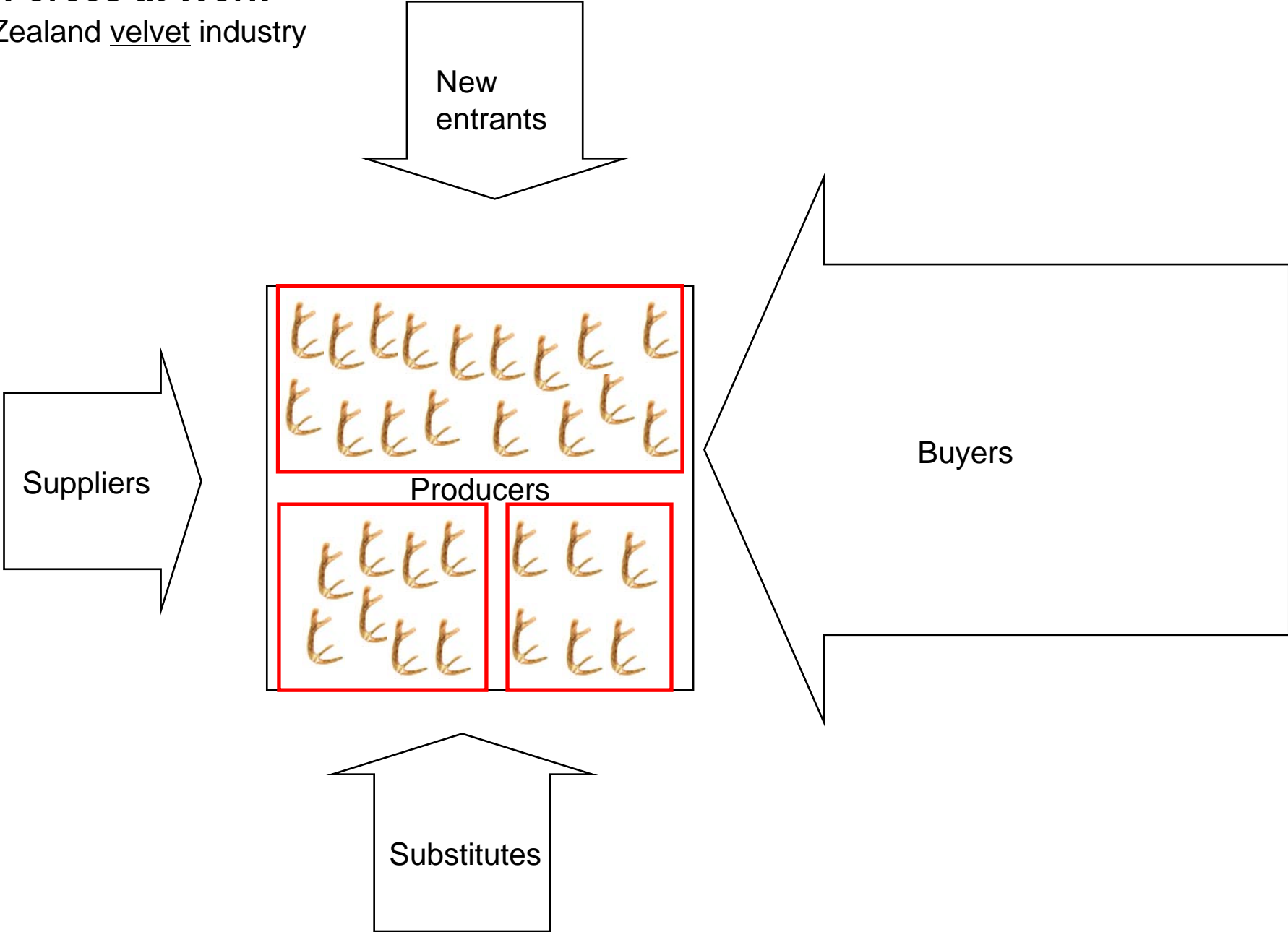
Five Forces at Work

New Zealand venison industry



Five Forces at Work

New Zealand velvet industry





DEER INDUSTRY
NEW ZEALAND



Excellent

Speciaal voor de
**FEEST
DAGEN**



Serveertip

OVENKLARE

HERTENGEBRAAD

**GEVULD MET
CHAMPIGNONTAPENADE**



De traditionele wildsmaak van dit met spek ombonden hertengebraad wordt rijker door de champignontapenade. De gaarmeter geeft aan wanneer het v mooi rosé van binnen is.



impress door meats.

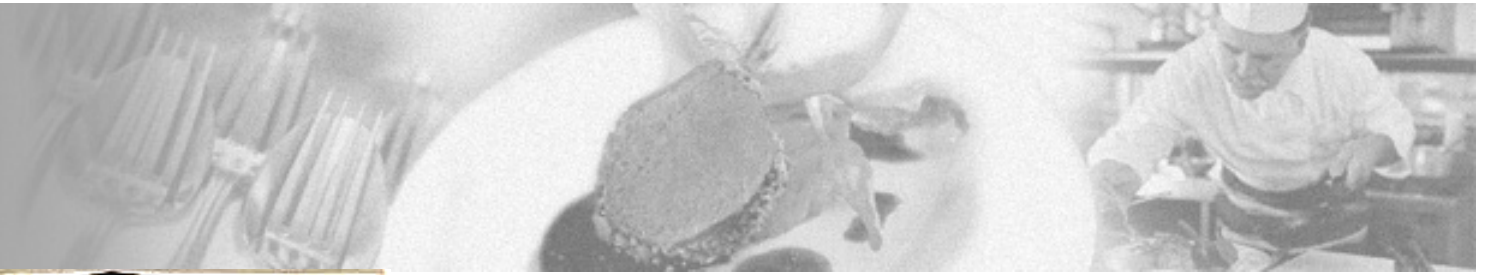


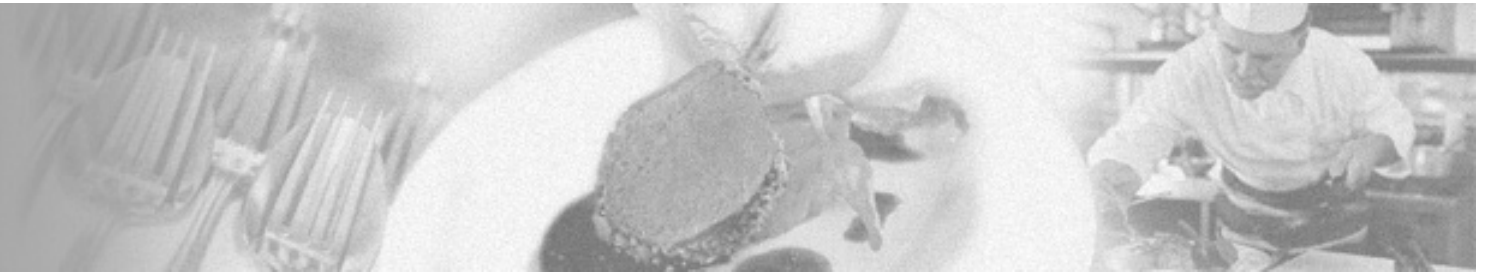
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DEER INDUSTRY
NEW ZEALAND





How we see ourselves makes a big difference to our future

