



## STAGE 1 PROJECT

MAY 2002

### Marketing in Small Businesses in Ireland

#### Introduction

Small businesses have become something of a growth industry over the past ten years as more and more people have decided to go it alone. The reasons are many and varied. Some people simply want to get out of the rat-race and work in the comfort of their own homes; others see working for themselves as a positive step after redundancy; others are entrepreneurs who have never felt happy as employees.

It has been suggested that small businesses in Ireland form the backbone of our economic success. However, statistics on the failure of small businesses clearly indicate that such firms are often precariously positioned and exposed to challenges of financial viability. It has also been suggested that one of the key critical factors to long term success of small business is the effective use of marketing strategies and activities. Your project is to identify a small business which you judge to be effectively marketing itself.

#### The Project

- Select a small business with which you are familiar. Outline any assumptions you have made regarding your selection
- Provide a summary of the background to the business and the core activities it is engaged in. The objective of this summary is to give the examiner a clear understanding of the chosen company. **30%**
- Paying particular attention to the marketing activities of the business you have chosen, describe in detail how the company has faced the continuing survival challenge. Clearly indicate whether the company's marketing strategies give it a competitive advantage over competitors. **40%**
- Based on your research for this project, what general recommendations would you make to other small businesses regarding marketing activities? **30%**

NOVEMBER 2001

**STATEMENT**  
**STAGE 1 PROJECT**  
**MAY 2002**

I hereby certify that:

- I have the read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

**Signature**\_\_\_\_\_ **Date**\_\_\_\_\_

## PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study. Because it is not being prepared under examination conditions, style and presentation will be taken into account as well as content.
2. The project must be typed on A4 paper. It should be presented in a folder or loose binder. Your name, student registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
3. A one-page abstract forms part of the completed project. This abstract should be a brief description of the **objective** to be achieved by the project, the **methods** used and the **conclusions** reached.
4. We would envisage that you would not be able to do justice to the topic in less than 3,000 words. On the other hand you should not exceed 5,000 words.
5. You must acknowledge all your sources; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) in brackets at the relevant point in the text, and appending a bibliography at the end of your text. This should be in alphabetical order and should include the author's name, the title, the publisher and the city and date of publication. Web references should be as detailed as possible, not just the home page. The quality of your bibliography is an important element in the overall assessment of your project.
6. This project will be assessed and marked like the other subjects in **Stage 1**. You will not have passed **Stage 1** until you have passed the project.
7. The project is due by **MARCH 1, 2002**. As time management is a major feature of the discipline of report writing, projects submitted after the due date will not be accepted. ***Students should, therefore, start work on the project immediately as excuses relating to mishaps (poor health, computer failure, typing) in the final week will not be accepted.***
8. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. Since the project is treated as an examination subject, The Marketing Institute staff **cannot** assist you with the interpretation of the brief or sources of information.
10. The same sanction applies to copying and to plagiarism: all subjects in the sitting are deemed to have been failed and the candidate may not register as a student with the Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**