



## **EXAMINER'S REPORT**

**AUGUST 2004**

### **STAGE 1 PROJECT**

#### **General Comments**

This project had four identifiable requirements, parts 1 and 2 of the project were generally effectively dealt with, where students were required to choose a company and note its background and core activities. But as is so typical of previous years projects there should have been more limited reporting on these sections as they yield very limited marks (15%). The examiner recommends more restraint and strategic consideration of these standard sections.

The third project requirement (not option) asked students to pay particular attention to the marketing activities of the company which they had chosen and describe in detail the key present or planned responses to the changing environmental conditions. The examiner noted considerable discussion dealing exclusively with promotional alterations OR with product ranges to the exclusion of other available areas of the marketing mix.

Requirement four, which requested students to establish recommendations which could be made to other companies within the same core business, remained wholly ignored or, at best, presented as afterthoughts.

As was the case in the May 2004 project, there was an evident carelessness in the presentation of projects. This did not go unnoticed by the examiner.