



STAGE 1 PROJECT

MAY 2007

Marketing in Specialist Electrical Retailers

Introduction

DSG international plc is Europe's leading specialist electrical retailing group. They trade through 1,450 stores and online stores, spanning 27 countries and employing over 40,000 people. More than 100 million customers shop in-store and online with them every year. Their retail and e-tail brands include PC World, Currys and Dixons.co.uk in the UK and Ireland, The Link in the UK, Elkjøp in the Nordic countries, UniEuro in Italy, Kotsovolos in Greece, Electro World in central Europe, PC City in France, Spain, Italy and Sweden, and Pixmania.com across Europe. They operate a multi-channel approach to electrical retailing and offer customers a comprehensive range of after sales services.

The Group's strategy for growth focuses on:

- specialist electrical retailing,
- operating mainly from big space trading a range of different retail brands
- expanding into markets where they can identify profitable opportunities
- being the lowest cost operator in cost ratio terms in each of their markets.

Their strategy is underpinned by shared purpose to be the best by:

- operating with integrity
- giving outstanding service to customers
- respecting colleagues
- continually seeking ways to improve performance
- and working together to beat the competition.

<http://www.dsgiplc.com>

The Project

- Select a Specialist Electrical Retailing Group (or a Specialist Retailer) with which you are familiar. Outline any assumptions you have made regarding your selection.
- Provide a summary of the background to the organisation. The objective of this summary is to give the examiner a clear understanding of the chosen company. **(15%)**
- Paying particular attention to the marketing activities of the company you have chosen, describe in detail the key present or planned marketing strategies. **(35%)**
- Based firmly on your research, make recommendations to other companies within the same business arena **(35%)**
- Your project must be presented in a professional manner, therefore 15% of total marks are awarded for:
 - Appropriate use of citations & bibliography **(6%)**
 - Effective presentation/structure **(6%)**
 - Accurate syntax, grammar and spelling **(3%)**

Example Websites

www.peats.ie; www.richersounds.ie; www.richersounds.com; www.dixons.co.uk; www.powercity.ie;
www.currys.co.uk

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 ID and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents. Candidates are **NOT** to submit their projects in individual page plastic covers.
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. A word count **MUST** be included as part of your Contents Page.
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. **See section on plagiarism on website – www.mii.ie/projects.**
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 **FEBRUARY 23, 2007**. 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. 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.
9. 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 Marketing Institute thereafter.
10. **The attached statement must be signed and incorporated it into your project after the bibliography.**



STATEMENT

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I hereby certify that:

- I have read and understood the rules on the back of the project outline.
- This project is my own work prepared as part of my marketing examination.
- I have not made this project available to another student.
- I have fully acknowledged all my sources and I have read the section on plagiarism on The Marketing Institute website - www.mii.ie/projects - and understand the consequences as outlined.

Signature _____ **Date** _____