



## **STAGE 2 PROJECT**

**AUGUST 2000**

### **Increasing Customer Loyalty – A Difficult Task!!**

#### **Introduction**

The financial services sector comprises many sub markets: mortgages, insurance, pensions, investments, savings, and corporate lending to name but a few.

This sector has never been so volatile. Increased competitiveness, mergers, new players entering the market and developments in technology are all contributing to an emerging European financial services market. Investment in new forms of market segmentation, branding, distribution and vigorous product development are all symptomatic of the new competitive conditions that pertain to this new marketplace.

Many of these marketing activities are intended to develop customer relationships, improve customer service, expand market share and increase brand loyalty.

#### **The Project**

- Select one of these markets and analyse the current competitive trends. (35 marks)
- Assess the impact of recent competitive marketing activities on the market. Your analysis should include some primary research which evaluates the market's responses to these activities. (45 marks)
- As a result of your analysis, speculate on the possible future developments within this market. (20 marks)

**JUNE 2000**

## 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 5,000 words. On the other hand you should not exceed 7,000 words.
5. You must acknowledge all your sources. You should do this by including the name of each author 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. 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 2**. You will not have passed **Stage 2** until you have passed the project.
7. The project is due by **SEPTEMBER 1<sup>st</sup>**. 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 as applies in the Examination Hall - 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 attached statement and incorporate it into your project after the bibliography.