



## STAGE 2 PROJECT

MAY 2000

### Introduction

Change continues to produce a variety of challenges for retailers in Ireland. General economic growth, together with low inflation and low interest rates, a fast-growing population and a population that is weighted towards young families has led to a dramatic increase in consumer spending which has fuelled the retail market. Retail developments in the DIY, electrical, clothing, furniture, petrol, food, pharmaceuticals and cosmetics sectors have meant an unprecedented choice of merchandise is now available to the Irish consumer. Commercial distribution is now utterly dependent on high quality computer systems for efficient and effective operation. Some retailers have diversified into other product areas such as financial services. The internationalisation of the retail sector has introduced many new players to this industry and the variation in the nature of retail operation has also expanded. The retail sector now consists of corporate chains, department stores, symbol groups, independents, food and non food superstores, retail warehouses, retail parks, factory outlet centres, franchise operations to name but a few.

For many consumers price is only one of several factors to be considered in their retail purchasing decision. New retail opportunities have arisen due to increased mobility of consumers, resulting in a greater willingness to travel to out of town shopping centres for example. Where once shopping was a female preserve, this is no longer the case with more males sharing the activity. Opening hours have been extended, income levels have risen, people have more leisure time and are more mobile enabling them to spend this time in new ways in new locations. The experience of shopping has been transformed into a leisure activity in its own right. The choice has increased, and there is increasing freedom to choose the time, the place and the 'experience' of shopping.

### The Project

- Provide an analysis of the current environmental trends affecting one retail sector. (45 marks)
- Conduct primary research which will help marketers understand the knowledge, experience and attitudes of customers to these new unfolding developments. (35 marks)
- Arising from this investigation and analysis of one retail sector, indicate the possible trends in retailing for the future. (20 marks)

NOVEMBER 1999

## 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 **FEBRUARY 22<sup>nd</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.