



## STAGE 2 PROJECT

AUGUST 2002

### Marketing within the Clothing Sector

#### Introduction

In 1999 Marks and Spencer, the blue chip retailer of male and female clothing, began to report a sharp decline in profitability and share price. This is a widely known high street company which was often quoted as a renowned marketing practitioner relying for its success on a well established brand name and a reputation for quality, reliability, customer service and value. Now it has been forced to rethink its marketing activities, giving careful consideration to its product lines, merchandising and revamping many of its store layouts.

The changing nature of consumer demand, the development of new segments, the growing number of competitors and the resulting decrease in brand loyalty have created a very volatile marketplace in the clothing sector. To compete in this changing environment a company needs, more than ever, to target its market, differentiate its offering, and develop suitable market positioning.

#### The Project

- Select a company in the clothing sector in Ireland. Provide a profile of the company, its market(s) and competitors. This profile should identify the main competitive marketing activities currently employed by the players within the industry. **35 marks**
- Using appropriate primary research investigate any recent changes in consumer behaviour in this market. Your investigation should include an identification of the key market segments, market positioning and factors that influence store/brand choice. Details of how the research project was designed and implemented are required. **45 marks**
- On the basis of your analysis speculate on possible future developments in marketing within the clothing sector. What recommendations would you make to the selected company on the basis of this analysis? **20 marks**

JUNE 2002

**STATEMENT**  
**STAGE 2 PROJECT**  
**AUGUST 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 5,000 words. On the other hand you should not exceed 7,000 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 2**. You will not have passed **Stage 2** until you have passed the project.
7. The project is due by **SEPTEMBER 2, 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.**