



EXAMINER'S REPORT

AUGUST 2002

STAGE 2 PROJECT

Marketing within the Clothing Sector

This project required students to undertake an investigation into marketing activities employed in the clothing sector. To provide a foundation for the study, the student was to select one company engaged in the sector and provide a profile of the company, its markets and its competitors. The second element of the project involved the student in applying some primary research techniques to explore any recent changes in consumer buyer behaviour in the market. The final part of the assignment asked students to speculate on future developments and make recommendations for the chosen company.

Some submissions were very poorly presented. Spelling and English were weak with no effort to identify sources of information or to reference material correctly. In some instances the bibliography was very limited. Better submissions employed tables, graphs and other diagrams to convey information where appropriate.

Some students used extensive material about companies based purely on corporate literature showing little evidence of questioning or evaluation of the information provided.

The stronger projects showed a clear understanding of samples and sampling techniques and provided a clear rationale for any research methods used and research design employed. Where a survey was undertaken, better submissions analysed any survey results and made a range of conclusions. On the other hand some of the questionnaires were very naïve with little consideration given to such issues as wording, structure, sequencing etc.

Some projects failed to meet the requirements of the brief, for example, by providing information on a company without any detail on competitive activity. Stronger reports were able to integrate the various elements of the project, clearly linking any conclusions drawn with the analysis already performed