



## STAGE 2 PROJECT

AUGUST 2004

### PREPARED CONSUMER FOODS

#### Introduction

Irish companies competing in food and drink markets are faced with a very dynamic and competitive environment. Consumers' needs and wants are constantly shifting as a result of dramatic changes in demographics, lifestyles and attitudes. The growth in travel, and increased awareness of health, nutrition, and environmental issues, have all provided many opportunities for innovative companies in this sector. Concerns over food safety, convenience, labelling and value for money have posed marketing challenges to producers and distributors in the sector. The growth in single parent households, the increase in the number of working women and the advent of the 'cash rich time poor' consumer have contributed to major shifts in consumer tastes and requirements.

In 2001, the Irish food and drink industry was valued at €16 billion with prepared consumer foods proving the fastest growing sector of the Irish food industry accounting for 26 percent of total Irish food and drink exports.

The purpose of this project is to identify the challenges and opportunities confronting companies.

#### The Project

- Select a company which is involved in prepared consumer foods. Provide a profile of the company, its markets and competitors. This profile should include an analysis of the main marketing environmental factors that are significant to the company. **(30%)**
- Using appropriate primary research techniques, investigate recent developments in consumer behaviour in this market. Outline any assumptions you have made, and detail how the research project was designed and implemented. **(40%)**
- Speculate on possible future developments in the market. What recommendations would you make to the selected company on the basis of this analysis? **(15%)**

**P.T.O.**

- Your project must be presented in a professional manner; therefore 15% of total marks are awarded for:

- Appropriate use of citations and bibliography (6%)
- Effective presentation and structure (6%)
- Accurate syntax, grammar and spelling (3%)

**Additional Briefing Notes**

A word count **MUST** be included as part of your Contents Page.

Candidates should **NOT** submit their projects in individual page plastic covers.

**JUNE 2004**

**STATEMENT**

**STAGE 2 PROJECT**

**AUGUST 2004**

I hereby certify that:

- I have 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 1, 2004**. 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.**