



STAGE 2 PROJECT

AUGUST 2005

DEREGULATION - BETTER CHOICE, GREATER COMPETITION?

Introduction

The deregulation of Irish Community Pharmacies in January 2002 has had a radical effect on the nature of the competition within the market, affecting how the sector is structured and the number and size of players. There is now much greater freedom of choice as to where community pharmacies can set up business. Prior to deregulation, opening a new pharmacy necessitated assessing the impact on existing pharmacies and proving it to be in the best interest of public health. In most cases this required new entrants to the market to buyout an existing player resulting in many smaller operators being frozen out of the marketplace. Deregulation has enabled major players to expand and led to a significant consolidation of retail pharmacy ownership.

Community Pharmacies supply over-the-counter pharmaceuticals, other health care and personal care products, with some larger outlets selling gifts and household products. Pharmacies also generate income from dispensing prescription only medication.

There are now over 1200 community pharmacy outlets in Ireland. When Boots Ireland opened its 35th outlet in July 2004 it typified a trend of multinational chains expanding their presence in the marketplace. In similar fashion indigenous chains of outlets are also being extended. Alongside these developments, healthcare wholesalers such as UNIPHAR are developing a significant retail presence through their Independent Pharmacy Ownership Scheme.

The purpose of this project is to assess the impact of deregulation and to provide an insight into consumer behaviour in this market.

The Project

- Select a community pharmacy company. 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. How has this company adapted its marketing in response to environmental changes? **(30%)**
- Using appropriate primary research techniques, provide an insight into consumer behaviour in this market. Has deregulation had an impact on the buying behaviour of consumers? Outline any assumptions you have made. Detail how the research project was designed and implemented. **(40%)**
- Based on your analysis, speculate on possible future developments and make recommendations for your selected company. **(15%)**
- 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 2005

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, 2005**. 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. 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.
9. 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.**

STATEMENT

STAGE 2 PROJECT

AUGUST 2005

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** _____