



EXAMINER'S REPORT

AUGUST 2005

STAGE 2 PROJECT

Sponsorship

This project required students to investigate the impact of deregulation and provide an insight into consumer behaviour in the pharmacy market. Initially the student was required to provide a profile of the candidate company along with its markets and competitors. This profile was to provide an analysis of the marketing environment experienced by the company and identify marketing responses. Some of the submissions provided a cursory description of the selected company and provided little information on the marketing environment. A number of submissions applied marketing frameworks such as SWOT and PEST to develop a framework for analysis.

The second part of the project required students to employ primary research techniques to investigate buyer behaviour in this market and particularly the impact of deregulation. Some submissions failed to provide evidence of any primary research. Again the better projects clearly spelled out the specific objectives of the study and demonstrated the role of any survey, focus group or in-depth interviews in the overall investigation. In a number of cases corporate material was included in the project without any evaluation or any additional analysis.

The third part of the project required students to speculate on possible future developments within the sector and make recommendations for the chosen company. Some students devoted little attention to this part of the exercise.

In a number of cases the project was presented well and structured in a coherent fashion. However the bibliography in some projects was very limited, with little if any referencing, particularly with respect to secondary research.