



## STAGE 2 PROJECT

MAY 2005

### The Smoking Ban - a Threat or an Opportunity?

#### Introduction

On 29<sup>th</sup> March 2004 a ban on smoking in workplaces came into effect. This public health measure affected all workplaces but it is the effects on the hospitality industry in particular that has attracted most attention. A number of organisations including the Licensed Vintners Association, the Vintners Federation of Ireland and the Irish Hotels Federation are seriously concerned about the impact of the ban on businesses in the hospitality industry. The Irish Hospitality Industry Alliance, which represents hotels, public houses, restaurants, guesthouses and bed and breakfasts, predict disastrous consequences for the hospitality sector in terms of sales and employment. They predict that the market will respond negatively to the smoking restriction by reducing demand for the products and services offered by the hospitality sector.

On the other hand, as well as the potential health benefits of a smoking ban, proponents suggest that the market will indeed respond favourably to the ban and there need not be a commercial price to pay by the hospitality industry. Will the habits of smokers remain unchanged in relation to their demand for hospitality products and services? Will more non-smokers be enticed into smoke free pubs? Will the demand for meals increase due to the smokeless environs created by the new regulations? The purpose of this project is to identify the challenges and opportunities confronting the Irish Hospitality Industry by these new regulations.

#### The Project

- Select a company that is involved in the Irish hospitality industry. 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 the smoking ban? **(30%)**
- Using appropriate primary research techniques, investigate the effect of the smoking ban on consumer behaviour in this market. 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.

NOVEMBER 2004

# 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 **FEBRUARY 25, 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**

### **MAY 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** \_\_\_\_\_