



STAGE 2 PROJECT

AUGUST 2006

Show Me the Money

Introduction

The Special Savings Incentive Accounts (SSIA), also known as the Government Savings Scheme, was introduced by the Government in 2001 with the aim of encouraging individuals to save as well as curbing overspending in an overheated economy. Under the terms of this scheme, for every amount saved in a special account, an additional 25% will be contributed by the exchequer to the saver.

1.1 million Irish people, constituting almost 40% of the total adult population, participated in this mass saving exercise. With the SSIA scheme due to come to maturity between now and 2007, there has been much debate about how people can spend their windfall. The average SSIA holder can expect to get about €13,000, with those that have been contributing at the highest level could have upwards of €20,000. Whilst recent indicators suggest that the number of those intending to immediately splurge their five-year savings will be lower than originally expected, commercial and financial institutions are gearing up to meet the opportunities presented by this financial injection.

The Project

- Using appropriate research techniques, investigate the effect of the maturation of the SSIA scheme on consumer spending. Outline any assumptions you have made. Detail how the research project was designed and implemented. **(40%)**
- Select a company of your choice. Provide a profile of the company, its products, markets and competitors. Indicate how the company has modified its product offerings to meet the market opportunities brought about by the maturation of the SSIA scheme. **(30%)**
- 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.

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, 2006**. 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 2006

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** _____