



STAGE 2 PROJECT

AUGUST 2007

Taking Some of the Heat

Introduction

The world's total known reserves of fossil fuels are predicted to decline steadily until oil runs out in approximately 2060. Ireland is the ninth most oil-dependent economy in the world with imported fossil fuels accounting for almost 90 % of the nation's energy bill. Sustainable Energy Ireland (SEI) estimates the annual energy bill for the average Irish household at around €1,800, with associated carbon dioxide emissions of 8.5 tonnes a year. Recent threats of disruption in oil supply caused by global conflict and rising fuel prices have focused policy makers to reevaluate our dependence on traditional forms for energy generation.

In early 2006 the Government introduced a grants incentive "The Greener Home Scheme" to encourage householders to switch from oil and coal-fired heating to environmentally friendly technologies such as solar panels, improved insulation, wind generators, wood pellet and geothermal heating. "Clearly the grant incentive has been a major factor in the increased interest levels we are seeing but I think we are also witnessing a change in mindset by householders" according to SEI's CEO, David Taylor.

More recently the Government published the first Green Paper on Energy in nearly 30 years in which it outlined its commitment energy conservation and a significant 30% reduction in the nations consumption of imported fossil fuels by 2020. The Green Paper was launched on the same day that a 34% increase in gas prices came into effect.

The Project

- Increased public interest in alternative forms of sustainable energy and energy conservation is likely to bring profound changes for the construction sector. Analyse the business opportunities and threats arising from the introduction of energy saving technologies. With the focus primarily on business rather than on the technology, profile a company operating in the heating industry (this may be either manufacturer, distributor, builder, or installer) their objectives, markets and competitors. **(30%)**
- Using appropriate primary research techniques, investigate consumer awareness and receptiveness to alternative sources of energy and energy conservation. How is this likely to be ultimately translated into demand? Detail and justify how the research project was designed and implemented. For the purposes of this project a maximum sample size of 15 questionnaire respondents or 2 in depth interviews is sufficient. **(30%)**
- Based on your research suggest how your selected business utilise its marketing efforts to best exploit the business opportunities created by these new technologies. Outline any assumptions you have made. **(25%)**
- 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%)**

June 2007

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 ID and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents. Candidates are **NOT** to submit their projects in individual page plastic covers.
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. A word count **MUST** be included as part of your Contents Page.
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. **See section on plagiarism on website – www.mii.ie/projects.**
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 3, 2007**. 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 Marketing Institute thereafter.
10. **The attached statement must be signed and incorporated it into your project after the bibliography.**



STATEMENT

STAGE 2 PROJECT

AUGUST 2007

I hereby certify that:

- I have read and understood the rules on the back of the project outline.
- This project is my own work prepared as part of my marketing examination.
- I have not made this project available to another student.
- I have fully acknowledged all my sources and I have read the section on plagiarism on The Marketing Institute website - www.mii.ie/projects - and understand the consequences as outlined.

Signature _____ **Date** _____