



STAGE 2 PROJECT

MAY 2007

Are You Going For A Pint?

Introduction

The landscape of the Irish drinks industry has changed dramatically in the last decade. More and more customers are opting to drink at home than travel to the traditional pub. Sales volumes in the Pub (on-trade) market continue to fall whilst the off-trade, which is comparatively cheaper, continues to experience increases in market share.

This switch in consumer behaviour, whilst accelerated by the introduction of the high visibility smoking ban and recent drink-drive legislation, is the product of a number of market environmental influences. Survival and profitability will depend on manufacturers and distributors understanding the factors driving this change and on their ability to adopt their marketing strategies accordingly.

The Project

- Using the marketing concepts and models that you have studied, briefly describe the overall structure of the Irish drinks industry and the dynamic environment in which it operates. Profile a major distributor or producer of alcohol in the Irish market, its markets, products and competitors. Describe how this company has adapted its products and marketing effort to face the changes in this highly dynamic competitive marketing environment. (30%)
- Using appropriate primary research techniques, investigate consumer attitudes to home off licence purchase. Why is the home drinking quickly becoming an acceptable alternative to visiting the traditional pub? What attracts consumers to certain product propositions over others? 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 company might improve its marketing effort in the face of changing market developments. 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%)

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 **FEBRUARY 23, 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

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MAY 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 _____