



EXAMINER'S REPORT

AUGUST 2000

STAGE 3 PROJECT

This year's Autumn Project required students to focus on the Irish cellular market which is growing at an exceedingly rapid rate. A brief overview of the mobile phone sector, which attracts customers from many different segments, was requested. Students were asked to present details of the network providers, the suppliers of mobile phones and the environmental and competitive influences affecting this industry. In addition an evaluation of buyer behaviour factors and decision-making processes was also sought. Finally students were required to discuss the promotional strategies and customer service strategy employed in the sector.

Necessary criteria for achieving good marks were, a comprehensive report addressing all the above requirements. Key factors were a well structured project with adequate content, good presentation and clear integration of marketing theory. The inclusion of an abstract/summary outlining objectives, methodology and conclusions was deemed important. A reference/bibliography section was also considered in the overall assessment.

Overall the quality of the reports was good. This can in some part be attributed to the vast amount of information available on the Irish cellular market, particularly from media and internet services. The majority of students put considerable effort into the research and preparation of their reports and these were duly rewarded with high grades. The weaker projects tended to focus entirely on the industry and ignored critical factors such as responding to all the questions asked and failed to integrate theory, especially in relation to buyer behaviour and customer service.

In conclusion, the better projects demonstrated a good grasp of the theoretical and practical issues associated with the mobile phone industry, the weaker ones were deficient in content, gave broad and often irrelevant information and failed to adequately address the questions posed in the project outline.