



## STAGE 3 PROJECT

**AUGUST 2000**

### **Introduction**

The Irish cellular market is expanding at an exceedingly rapid rate. Mobile telephones are no longer perceived as purely a business tool and status symbol for upwardly mobile professionals but rather as an every day object of modern convenience. Technological developments are making mobile phones more sophisticated and cheaper to manufacture. The falling cost of ownership, flexible tariffs and wide network coverage are attracting customers from many different markets. It is estimated that penetration of mobiles is now approaching a quarter of the adult population.

As more people opt for portable means of communication to augment their busy lifestyles, network providers are now targeting medium and light users as well as heavy business users. The market has been recently transformed by the success of pre-pay schemes with distribution through retailers and multiples. Predictions are that the industry will continue to experience growth in terms of revenue, subscription rates and call volume.

### **The Project**

You are required to prepare a report as follows:

1. Present an overview of the Irish cellular industry – the network providers, the suppliers of mobile phones, the environmental influences and the competitive climate. (25%)
2. Identify the various consumer groups in the mobile phone market and evaluate the buyer behaviour factors and decision making processes of these segments. (25%)
3. Describe and analyse the promotional strategies employed in the industry. (25%)
4. Comment on customer service strategy and how it applies to this market. (25%)

**JUNE 2000**

# 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. You should do this by including the name of each author 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. 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 3**. You will not have passed **Stage 3** until you have passed the project.
7. The project is due by **SEPTEMBER 1<sup>st</sup>**. 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. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. 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.
10. The same sanction applies to copying as applies in the Examination Hall - 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 attached statement and incorporate it into your project after the bibliography.