



STAGE 3 PROJECT

MAY 2000

Introduction

When Stephen O'Brien, an electronics graduate, returned two years ago from working abroad, he found an economy that had changed dramatically in the four years he had been away. It was evident that Ireland was rapidly evolving into one of the top sites in Europe for high-tech research and software development. Having nurtured a longtime ambition to set up his own software development company, he felt that with the skills, knowledge and contacts he had acquired in his previous employment, the time was right to realise his goal. Together with a partner, government and private investor backing, Logic Software Ltd was incorporated in 1998.

Among the range of software products the company is developing is a proposed computer game. Initial research has confirmed that the market for electronic games played on personal computers is expanding rapidly mainly due to the dramatic rise in ownership of PCs. An analysis of the market indicates that in the current generation of highly sophisticated software, CD-Rom has rapidly replaced floppy disc as the standard format for computer games accounting for 95% of the market. The proposed new product is a CD-Rom sportscar racing simulation game with an internet connection enabling players to compete worldwide. Stephen and his team of developers are aware that this is a very competitive market with several large multi-national companies involved. They have decided to look for advice before seeking a publisher and the investment required for an international product launch.

The Project

You as a marketing consultant are required to prepare a report as follows:

1. Present an overview of the market for computer games, the environmental influences and the competitive climate. (25%)
2. Outline the buyer behavioural factors that need to be considered in marketing the new product. (25%)
3. Suggest ideas for the title of the new product. Consider product packaging and promotional strategy. (25%)
4. Devise an outline plan for entry into international markets. (25%)

NOVEMBER 1999

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 **FEBRUARY 15th**. 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.