



STAGE 3 PROJECT

MAY 2001

Introduction

The children's market worldwide is large and important. Although the birth rate in many developed countries has been in decline as couples choose to have fewer children, this has not adversely affected spending on children. Parents are now spending more on their children than ever before, and this has led to a surge in the sales of children's clothes.

Mary Murphy, a fashion graduate, returned from the UK two years ago where she had been employed by a large UK clothing manufacturer as a designer of childrenswear. On her return to Ireland, it became evident to her that there was a gap in the Irish childrenswear market. Although there were many large retailers selling children's clothing, there were few companies selling customised clothing for children. As a result, in 1999 Mary set up a company called 'Paiste' which designs, manufactures and sells handknit sweaters for children. Mary now employs five people, producing knit to order sweaters for children.

Having consolidated her position in the Irish market, Mary is now at the stage where she wishes to expand her business. Developing exports was part of her original business plan. Due to her lack of knowledge and experience of foreign markets, she has employed you as a marketing consultant to recommend an export strategy.

The Project

You are required to prepare a report as follows:

1. Identify an overseas market for 'Paiste' products. What are the practical issues that need to be considered when entering this market? (25%)
2. Outline the buyer behavioural factors that need to be considered in marketing 'Paiste' products (at home and abroad). (25%)
3. Describe the promotional strategies that may be used to promote 'Paiste' products in the chosen overseas market. What difficulties are involved? (25%)
4. Prepare an outline marketing plan for the export initiative. (25%)

You must integrate the theory you are studying with the practical situation outlined in the above scenario.

NOVEMBER 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 **FEBRUARY 13, 2001**. 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.