



EXAMINER'S REPORT

AUGUST 2002

STAGE 3 PROJECT

General Comments

This year's August project required students to examine the market for organic baby food. Students were asked to identify an overseas market for 'Baby Best' organic baby food products, highlighting the practical issues that needed to be taken into account. Buyer behaviour factors to be considered and promotional strategies recommended were also requested. Students were also asked to prepare a marketing plan for 'Baby Best's' export initiative.

The aim of the project was to encourage students to apply the theoretical concepts of marketing to the practical situation outlined in the project. In order to obtain a good mark, it was expected that students would show an ability to marry theory and practice. Students were also expected to provide a comprehensive overview of the market for organic baby food, showing some evidence of research on this topic. It was also expected that projects would be well-presented, with adequate content and clear presentation. The inclusion of an abstract, conclusion and bibliography was also deemed important.

In general, the quality of this year's August projects was better than in previous years, with the majority of students obtaining a grade C or higher. These projects demonstrated a knowledge of the theoretical and practical issues associated with the marketing of organic baby food. However, there were still a number of weak projects submitted. In general, low marks were obtained because students failed to focus on the questions being asked. For example, students were asked to consider the cultural, social, personal and psychological buyer behaviour factors affecting the purchase of organic baby food. Weaker students failed to focus on the whole range of buyer behaviour factors, and even if they did, they wrote about buyer behaviour factors in general without applying the information to organic baby food.

The weaker projects also failed to consider the many different aspects of a promotional strategy e.g. target market, objectives, message, media, budget, timing, evaluation etc. In addition, the poorer projects provided a general outline of a marketing plan instead of preparing a marketing plan for 'Baby Best's' export initiative. Finally, the weaker projects failed to justify the choice of overseas market and failed to address the practical issues that need to be considered when entering the market of their choice.

Over the last number of years, the same deficiencies are evident in the weaker projects. The examiner cannot emphasise enough the importance of carefully reading the project and the project requirements. In addition, it is also necessary to carefully read the examiner's report, to identify what constitutes a strong or weak project.