



STAGE 3 PROJECT

MAY 2005

Marketing DIY/Gardening Products

Introduction

It is estimated that collective sales of DIY and gardening products amounted to €1.2 billion in the Irish market in 2003. This represented a 70% increase in spend since 1997. Irish DIY consumers spend an average of €120 per annum. However, 1 in 10 Irish adults are big spenders, with an outlay of over €600 in an average year.

The Irish obsession with property has had a major impact on the health of the DIY and gardening sectors. Added to this, there has been an increase in the volume of TV programmes, magazines and specialist TV channels dedicated to DIY and gardening. The result has been an increase in the number of DIY and gardening stores throughout the country, with planned new outlet openings by B&Q and most of the indigenous retailers.

The key demographics within the Irish DIY market show that married males between the ages of 35-44 and 55-64 have the highest rate of participation in DIY activities. However, there is also evidence of the increasing importance of DIY and gardening products to women, so they are also very obvious targets for DIY retailers.

The Project

- Present an overview of the DIY/gardening market in Ireland, highlighting the major players involved. **(15%)**
- Advise on a promotional strategy that can be used by a new DIY/gardening retailer in the Irish market. Please consider all elements of a promotional strategy and the main promotional options available, not just advertising. **(25%)**
- Discuss the importance of the salesforce (store personnel) to (a) the customer and (b) a DIY retailer. In addition, outline how such a salesforce can be motivated and evaluated by a DIY retailer. **(25%)**
- How does the Irish market compare with other European countries with respect to the prevalence and growth of DIY retailers. **(20%)**
- Reference fully the theory you are studying and integrate it with the practical situation outlined in the above scenario. Rather than this representing a separate section of the report, integration of theory and practice should be evident in the answers to the above four questions. **(15%)**

Additional Briefing Notes

- A word count MUST be included as part of your Contents Page.
- Candidates should NOT submit their projects in individual page plastic covers.

NOVEMBER 2004

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; not to do so is **plagiarism**. Acknowledgement involves naming your source (report, textbook, website) 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. Web references should be as detailed as possible, not just the home page. 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 25, 2005**. 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. 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.
9. The same sanction applies to copying and to plagiarism: 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 statement overleaf and incorporate it into your project after the bibliography.**

STATEMENT
STAGE 3 PROJECT
MAY 2005

I hereby certify that:

- I have read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

Signature _____ **Date** _____