



STAGE 3 PROJECT

AUGUST 2006

Breakfast Cereal Consumption

Introduction

Combined sales of cereal in Northern Ireland and the Republic of Ireland reached an estimated €10.6 million in 2004, having grown by 16% over the review period from 1999. Breakfast cereals are consumed by most adults and children and have been a staple part of the Irish breakfast for many decades. As a result, the market is in a state of maturity, and activity and competition have remained fierce, with considerable above- and below-the-line promotion as manufacturers attempt to hold on to or expand market share.

Despite its maturity, the market has avoided value declines by continuous brand development, NPD and consumers trading upwards to more expensive cereal brands. Moreover, the market has been supported by positive economic conditions. Cold cereals account for the majority of the cereal market, with 91% and 94% of sales in Northern Ireland and the Republic respectively. Taste issues aside, this indicates that Irish consumers value quick preparation times. Parents are perhaps the most appreciative of a no-hassle breakfast time.

In recent years the whole food industry has been criticized over nutrition levels of products. As our society is becoming more and more concerned about child obesity, the salt, fat and sugar content of breakfast cereals has also come under scrutiny. At the same time, manufacturers have also had to deal with falling levels of consumption among some key consumer groups (Mintel, 2005).

The Project

- Present an overview of the Irish breakfast cereal market, highlighting the major players and the main market segments existing. (15%)
- Outline the buyer behavioural factors that have led to the growth of the breakfast cereal market in Ireland. Make sure to address the importance of cultural, social, personal and psychological buyer behaviour factors. (25%)
- Evaluate the use of Integrated Marketing Communications by a cereal manufacturer of your choice, outlining their current promotional themes and their use of the various promotional tools. (25%)
- Discuss the diversity existing within Europe with respect to breakfast cereal consumption. Comment on possible reasons for such diversity. (20%)
- Clearly reference any material sourced 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 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.

JUNE 2006

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 **SEPTEMBER 1, 2006**. 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
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AUGUST 2006

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** _____