



STAGE 3 PROJECT

MAY 2006

At Home Alcohol Consumption

Introduction

Irish drinkers are the second highest consumers of beer in Europe, behind the Czech Republic. Consumers in the Republic of Ireland consume 187 litres of alcohol a year. However, in the Republic, pub sales of beer by volume declined in 2004, by 5%, due to the combination of growing in-home consumption, the rising price of on-trade beer and the smoking ban. Savvy consumers now choose to drink more at-home before they go out to a pub and as a result, volume sales of beer from off-licences grew by 18% in the Republic of Ireland between 2003 and 2004 (Mintel, 2005).

The Irish licensing board recently approved Esso's fourteenth off-license enabling it to add alcohol to its non-fuel offering on the forecourt. This illustrates the increased availability of alcohol and this has contributed to the increase in at-home alcohol consumption in Ireland. Ireland is not alone in seeing such a pattern though. New Datamonitor research has found that at-home drinking is slowly increasing across Europe. As well as country-specific developments prompting this movement towards at-home drinking, various Europe-wide trends have played a part. Entertainment technology is luring consumers back into the home as time constraints, including more time spent travelling, heighten consumers' awareness of the need to balance their lifestyles. Currently, less than 0.1% of alcohol sales in Ireland are through petrol stations. However, there has never been a better time for forecourt retailers to capitalize on changes in off-trade alcohol consumption in Ireland. (Datamonitor, 2005)

The Project

- Present an overview of the Irish off-license trade, commenting on the recent growth in at-home alcohol consumption in Ireland. **(15%)**
- Suggest an integrated promotional strategy that can be used to promote a new Irish off-licence retailer. Please consider all elements of a promotional strategy and the main promotional options available, not just advertising. **(30%)**
- Outline the buyer behavioural factors that have led to the increase in at-home alcohol consumption in Ireland. Make sure to address the importance of cultural, social, personal and psychological buyer behaviour factors. **(25%)**
- Discuss the diversity existing within Europe with respect to the prevalence and growth of at-home alcohol consumption. Comment on possible reasons for such diversity. **(15%)**
- Clearly reference 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.

NOVEMBER 2005

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, 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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MAY 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** _____