



STAGE 3 PROJECT

AUGUST 2007

The Soft Drinks Market in Ireland

Introduction

The Irish are among the highest consumers of soft drinks per head in the world. Last year, we guzzled our way through 440m litres of soft drinks, which works out at an average of one 330ml can of fizzy drink per day, for every person in the country. While certain categories of the soft drinks market, like water and juice, are experiencing growth, the carbonated drinks sector has not been faring quite as well. In the battle to fight flab and obesity, the humble fizzy drink has been portrayed as one of the villains of the piece. With advertising to children becoming more tightly controlled and the adult market also looking for healthier alternatives, the €500m Irish carbonated soft drinks (CSD) market is in danger of losing its sparkle.

The total soft drinks market in Ireland has remained quite stagnant in the last few years, after seeing growth of approximately 7% p.a. average between 1994 and 2002. It's been the slowing down of the carbonated drinks category though that has contributed to this general sluggishness in the overall market – carbonated soft drinks had grown at a compound annual rate of 7% by volume over the four-year period to the end of 2001, but began to decline after that, by 1% in 2002, 5% in 2003 and 4% in 2004. While the traditional fizzy drinks may not be experiencing as much growth as in previous years, new and innovative drinks are entering the market in order to oblige the more health-conscious customers (Checkout, 2005).

The Project

- Present an overview of the Irish soft drinks market, highlighting the main segments in this market and the major players involved. (10%)
- Outline the buyer behavioural factors that have influenced soft drinks' consumption in Ireland. Make sure to address the importance of cultural, social, personal and psychological buyer behaviour factors. (20%)
- Using a soft drinks product of your choice, use both primary and secondary research to evaluate the promotional strategy being used to promote this product. Please refer to all elements of the promotional strategy and the main promotional tools being used, not just the use of advertising. (40%)
- Discuss the diversity existing within Europe with respect to the consumption of soft drinks and the different preferences existing. (15%)
- 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 questions. (15%)

JUNE 2007

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 ID and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents. Candidates are **NOT** to submit their projects in individual page plastic covers.
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. A word count **MUST** be included as part of your Contents Page.
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. **See section on plagiarism on website – www.mii.ie/projects.**
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 3, 2007**. 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 Marketing Institute thereafter.
10. **The attached statement must be signed and incorporated it into your project after the bibliography.**



STATEMENT
STAGE 3 PROJECT
AUGUST 2007

I hereby certify that:

- I have read and understood the rules on the back of the project outline.
- This project is my own work prepared as part of my marketing examination.
- I have not made this project available to another student.
- I have fully acknowledged all my sources and I have read the section on plagiarism on The Marketing Institute website - www.mii.ie/projects - and understand the consequences as outlined.

Signature _____ Date _____