



STAGE 3 PROJECT

MAY 2007

The Confectionery Market in Ireland

Introduction

As a nation, we have a very large sweet tooth. Irish consumers purchase and eat confectionery on a regular basis. There are two categories within the confectionery market: chocolate accounts for 69% and sugar accounts for 31%. According to Datamonitor's report 'The European Confectionery Market to 2007', we have the third highest consumption rate of chocolate in Europe, behind Britain and Germany, munching our way through 8.2kg of sweets and chocolate per head, per year. But the Irish hold the number one spot in terms of overall confectionery consumption. Market estimates value the total Irish confectionery market at around €93m and this market has grown by 12% since 2001 (Datamonitor, 2004). Part of the reason why the confectionery market continues to grow is that confectionery is a very portable form of snack, a fact which is increasingly important to consumers as their lives become increasingly hectic.

The Project

- Present an overview of the Irish confectionery market, highlighting the main segments in this market and the major players involved. **(10%)**
- Outline the buyer behavioural factors that have led to the increase in confectionery consumption in Ireland. Make sure to address the importance of cultural, social, personal and psychological buyer behaviour factors. **(20%)**
- Using a confectionery 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 confectionery 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%)**

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 **FEBRUARY 23, 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

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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 _____