



EXAMINER'S REPORT

AUGUST 2008

STAGE 3 PROJECT

General Comments

The project brief required students to focus on the Irish savoury snacks market. Students were asked to profile the main segments existing in the market and the major players involved. Most students gave a good account of the major players in the market, but in general the discussion of the principal segments existing in the Irish savoury snacks market was quite poor.

The project brief also required students to comment on the buyer behaviour factors that have led to the increase in demand for savoury snacks in Ireland. This section was in general well answered. However, the weaker projects only focused on describing the impact of a small number of factors, rather than examining the whole array of cultural, social and psychological factors that were relevant.

Students were also required to select an Irish savoury snacks producer, and to use both primary and secondary research to identify the company's promotional strategy in the Irish market. Some students failed to conduct sufficient primary research and this negatively affected the quality of their answer to this part of the project. Some students failed to recognise that the purpose of the research was to evaluate the product's promotional strategy and not just discover how many people heard of the product, consumed the product etc.

Finally, students were asked to discuss the diversity existing within Europe with regard to the consumption of savoury snacks and the different preferences existing. Poorer projects failed to give a comprehensive account of the consumption of this product category in Europe.

Most students made some attempt to use relevant buyer behaviour, promotions and international marketing theory in the completion of their project. However, there still appears to be a problem with the *integration* of this material into the project. It is worthwhile focusing on this use and integration of relevant theory as it is worth 15% of the marks allocated for the project!