



## **EXAMINER'S REPORT**

**AUGUST 2000**

### **STAGE 4 PROJECT**

The student was required to describe and assess the marketing strategy of a firm/organisation of their choice. In doing this, they were also to consider the use of electronic technology in that strategy. The quality varied considerably over the dozen written projects. The better ones addressed the brief concisely, provided a first rate analysis and critique of the firm's marketing strategy and had a clear appreciation of where e-technology underpinned the strategy. The best one in fact described how selling through the net and e-commerce were transforming the fortunes of the organisation concerned.

Even though there was a very small number of projects, the story they told reflects what commentators are saying about Irish firms and e-business in general. A goodly number are up to speed in the area but a bigger number are struggling and often using e-technology in ways that are not really strategically focused but simply 'ornamental'.