



## **EXAMINER'S REPORT**

**AUGUST 2001**

### **STAGE 4 PROJECT**

The students were required to describe and assess the marketing strategy of a firm/organisation of their choice. In doing this, they were asked to consider the role of new product development (NPD) in either a product or service context. The four projects submitted were of a satisfactory standard.

Two described and analysed classic new product introductions in the firms concerned. The two others presented what was essentially a novel reshaping of existing product offerings. This was very acceptable; what was important was that there was a clear element of innovation involved. The examiner was seeking to explore the student's understanding of NPD and its relationship to the firm's marketing strategy.

It was clear from the 4 projects that innovation and experimentation play a crucial role in pushing forward the boundaries of the firm's strategy. Indeed, one student imaginatively linked Hamel and Prahalad's ideas about core competence, innovation and strategy.