



EXAMINER'S REPORT

AUGUST 2004

STAGE 4 PROJECT

General Comments

Small firms suffer from a lack of resources to explore and exploit markets. Thus small firms have to apply marketing in a different way commensurate with their resources and knowledge.

The examiner choose this particular topic because of the importance of the SME sector in economic development in Ireland and in the wider EU and international marketplace.

Identifying an enterprise and showing clearly why it is suitable was important. What marketing, if any, was it currently engaged in? Who had responsibility for the marketing effort? How much of a budget in financial and other terms was allocated to this effort? These were important issues which needed to be addressed. Merely describing what existed was insufficient; the examiner was keen to hear the views and opinions of candidates. In this regard, higher grades will always be awarded to those candidates making a serious effort to engage in logical, intelligent and informed opinion.

Engaging in some primary research activity was sought and provided in the form of personal interview. The examiner would, however, like to see other forms of primary research engaged in, thus attracting higher grades.