



STAGE 4 PROJECT

MAY 2006

We are constantly being encouraged to think of Marketing as being all to do with satisfying the customer; find the need and fill it, customers are for life, concentrate on the building of a relationship, not just on the specific transaction.

In the Ireland of 2006, we witness many incidences of business enterprises (for-profit, not for-profit, public and private) treating customer with little real respect. Competitive advantage may lie with the enterprise which seriously accepts and acts upon the view that the “customer is king”.

The Project

- Studying with care the instructions accompanying this assignment (see below), identify an enterprise of your choice. Evaluate the extent to which this enterprise places the customer at the centre of its activities. Assess the processes engaged in by the enterprise to maintain its’ relationship with its’ customers? **(15%)**
- Using relevant business models encountered during your studies, evaluate the industry in which your enterprise exists: what are the key competitive driving forces, what are the trends that you notice, who are the main players. Present a detailed analysis of the industry. **(25%)**
- You must now prepare a comprehensive Strategic Customer Management Plan for your enterprise, taking into consideration the material discovered by you in parts 1 & 2 above. Appropriate primary research must be completed to validate your plan. **(50%)**
- Your material must reach the normal professionally acceptable standards for this type of work. **(10%)**

Additional Briefing Notes

- A word count MUST be included as part of your Contents Page.
- Candidates should NOT submit their projects in individual page plastic covers.

Acknowledgement

In an acknowledgement of at least one paragraph in length at the beginning of the project, the student must indicate the genesis or origins of his/her work: how the student came to choose this/these companies in the first instance? All secondary data, reports, company plans, interviews and other source material must be clearly referenced throughout the project so that the Examiner can identify and assess the student’s own contribution.

New instructions:

- You must show clear evidence of having undertaken Primary Research for this project, this is an absolute necessity.
- The enterprise must be an SME, a small enterprise is defined as an enterprise which employ fewer than 50 persons and whose annual turnover and/or annual balance sheet total does not exceed EUR 10 million.
- It is preferable that you do not use the company that you work in for this project.
- The material must be original to this project, for example the plan presented in part 3, must have been developed for this assignment.
- Must concentrate on being analytical rather than merely descriptive
- The business models studied by the candidate, are to be presented with reference to the project being undertaken. It is insufficient to simply present a “lecture” on, for example, Porters Industry Analysis Model, one needs to show clearly how the model(s) chosen, is applicable to the situation under discussion.

NOVEMBER 2005

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 registration number and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents.
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 8,000 words. On the other hand you should not exceed 10,000 words.
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.
6. This project will be assessed and marked like the other subjects in **Stage 4**. You will not have passed **Stage 4** until you have passed the project.
7. The project is due by **FEBRUARY 25, 2006**. 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 Institute thereafter. **Please sign the statement overleaf and incorporate it into your project after the bibliography.**



STATEMENT

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MAY 2006

I hereby certify that:

- I have read the rules.
- This project is my own work prepared as part of my marketing examination.
- I have fully acknowledged all my sources.
- I have not made this project available to another student.

Signature _____ **Date** _____