



STAGE 4 PROJECT

AUGUST 2007

“Customer retention is increasingly being seen as an important managerial issue, especially in the context of saturated market or lower growth of the number of new customers. It has also been acknowledged as a key objective of relationship marketing, primarily because of its potential in delivering superior relationship economics, i.e. it costs less to retain than to acquire new customers”

Customer retention management: a reflection of theory and practice

Author(s): Rizal Ahmad, Francis Buttle Journal: Marketing Intelligence & Planning, ISSN: 0263-4503

Year: Jun 2002 Volume: 20 Issue: 3 Page: 149 – 161

The Project

- Paying particular attention to the instructions accompanying this project, identify an enterprise of your choice. Evaluate the extent to which this enterprise pays attention to a customer retention strategy. If your enterprise has an active strategy of retaining customers, evaluate this activity fully. If this is not the situation, then determine the reasons behind such inactivity. (15%)
- Using relevant business models encountered by you during your studies, prepare a competitive analysis of the industry in which your enterprise exists. Identify specifically the means used by members of the industry to compete. Where does the strategy of customer retention fit in? Is it exercised by many in the industry? Your material must contain rigorous analysis. (25%)
- Prepare a strategic customer retention plan for your enterprise. (45%)
- Specific diligence must be paid to providing a structured, logical and professional submission. The examiner expects such! (15%)

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.

Additional Briefing Notes & Instructions

1. You are to include a soft copy (on disc) of your finished work, this can be attached to the final submission, making sure you have your Student ID clearly marked on the disc.
2. You must show clear evidence of having undertaken Primary Research for this project, this is an absolute necessity.
3. The enterprise must be a Small Enterprise, 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 7 million.
4. It is preferable that you do not use the company that you work in for this project.
5. The material must be original to this project, for example the plan presented in part 3, must have been developed for this assignment.
6. Must concentrate on being analytical rather than merely descriptive
7. 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.

JUNE 2007

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 ID and your project title must appear on the title page. The pages should be numbered and there should be a Table of Contents. Candidates are **NOT** to submit their projects in individual page plastic covers.
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. A word count **MUST** be included as part of your Contents Page.
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. **See section on plagiarism on website – www.mii.ie/projects.**
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 **SEPTEMBER 3, 2007**. 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 Marketing Institute thereafter.
10. **The attached statement must be signed and incorporated it into your project after the bibliography.**



STATEMENT
STAGE 4 PROJECT
AUGUST 2007

I hereby certify that:

- I have read and understood the rules on the back of the project outline.
- This project is my own work prepared as part of my marketing examination.
- I have not made this project available to another student.
- I have fully acknowledged all my sources and I have read the section on plagiarism on The Marketing Institute website - www.mii.ie/projects - and understand the consequences as outlined.

Signature _____ Date _____