



STAGE 1 PROJECT

AUGUST 2000

Marketing in the Mortgage Sector

Introduction

September 1999 is a month that will live in the memory of mortgage providers in Ireland. For years commentators had predicted that the greater integration of Europe would see an increase in pan-European competition across many sectors but particularly in banking and finance. Thus, it should have come as no surprise when the Bank of Scotland announced that it was entering the Irish mortgage market. But its strategy of entering the market with a standard variable rate of 3.99%, significantly below any of the local competitors, created quite a stir. Within two weeks, mortgage providers in Ireland were scrambling to match or even under-cut the Bank of Scotland rate and a full-scale price war had broken out. In addition, leading providers such as Bank of Ireland and Allied Irish Bank announced that they were adjusting the criteria on which they provide mortgages as the battle for market share heated up.

The purpose of your project is to examine the marketing strategies of mortgage providers in Ireland in the context of a dramatically more competitive environment.

The Project

- Select an organisation that is operating in the mortgage sector in Ireland. Be sure to outline the assumptions that you made regarding your selection.
- Provide a summary of the background of the organisation, including the kinds of activities that it is involved in. **(30%)**
- Provide an overview of the types of marketing activities conducted by your chosen organisation. Try where possible to use frameworks from your marketing course to help you organise your analysis. **(40%)**
- Consider the findings of your analysis. What kinds of marketing strategies are mortgage providers using in an increasingly competitive environment? What aspect(s) of the organisation's marketing strategies do you find particularly appealing and why? **(30%)**

JUNE 2000

PLEASE READ THESE RULES CAREFULLY

1. This project is an exercise in investigative study using secondary data. 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 3,000 words. On the other hand you should not exceed 5,000 words.
5. You must acknowledge all your sources. You should do this by including the name of each author 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. 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 1**. You will not have passed **Stage 1** until you have passed the project.
7. The project is due by **SEPTEMBER 1ST**. 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. A two-part project form is enclosed with this notice. Please complete **BOTH** parts and staple on the outside of front cover. One part of the form will be returned to you as acknowledgement of receipt.
9. 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.
10. The same sanction applies to copying as applies in the Examination Hall - 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 attached statement and incorporate it into your project after the bibliography.