



EXAMINER'S REPORT

AUGUST 2004

STAGE 2 PROJECT

General Comments

This project required students to undertake an investigative study into the prepared consumer goods market. The student had to select a relevant company, provide a profile of the company, its markets and competitors. The profile was to include an analysis of the company's marketing environment. A number of submissions failed to fulfil all the elements of this part of the project. Some overemphasised an historical background to the selected company while not giving due weighting to an analysis of the competition in the industry or the current significant trends affecting the market place.

A variety of primary research techniques were employed for the second part of the assignment. Some were more rigorously applied than others. In a number of instances where a questionnaire was employed the content of the research instrument and the analysis of the results were very simplistic providing little insight into consumer behaviour in this market place.

A number of students invested little effort in speculating on future developments or making recommendations for the chosen company.

Finally, with regard to the presentation and structure of the reports, more attention needed to be given to spelling and grammar in some cases. An extensive detailed bibliography was needed in order to identify the sources employed in the study and to reflect the degree of background reading invested by the student.