



STAGE 3 PROJECT

MAY 2010

The Irish Breakfast Cereal Market

Introduction

Breakfast cereals are consumed by most children and adults and have been a staple part of the Irish breakfast market for many decades. The Irish breakfast cereal market comprises both hot and cold breakfast cereals, some of which are child-oriented and others adult-oriented. The breakfast cereal market in this country is in a stable state of maturity and competition has remained fierce. Manufacturer breakfast cereal brands are now facing increased competition from retailer own-label brands. Competitors use considerable above and below-the-line promotion in an attempt to hold or expand their market share.

Health and convenience have been two major trends influencing food and drink markets over the past 3 decades and the breakfast cereal market has been no exception. In recent years, cereal bars and out-of-home cereal formats have become popular in the Irish cereal market. In addition, as society has become more and more concerned about adult and childhood obesity, the salt, fat and sugar content of breakfast cereals has come under scrutiny.

Source: www.marketresearch.com

The Project

- Present an overview of the Irish breakfast cereal market. Describe the main segments existing in this market and the major players in each of these segments. (10%)
- Comment on the buyer behavioural factors that affect demand for breakfast cereals in Ireland. In particular, you should comment on how cultural, social and lifestyle changes have led to innovations in this market. In addition, you should discuss the impact of psychological buyer behavioural factors such as motives, perception, personality and attitudes on the purchase of breakfast cereal. (20%)
- Select a cereal brand currently being sold in Ireland. Conduct both **secondary** and **primary** research to identify the brand's advertising strategy in the Irish market. Comment on the challenges facing the brand when advertising in this increasingly competitive market. (40%)
- In addition use **secondary** and **primary** research to identify how below-the-line promotional tools are also being used to complement their advertising strategy and further promote the brand in the Irish market. (20%)
- Reference fully the theory you are studying and integrate it with the practical situation outlined in the above scenario. Rather than presenting this as a separate section of the report, integration of theory and practice should be evident in the answers to the above questions. (10%)

Additional Briefing Notes

- (a) You are to include a soft copy (on disc or memory stick) of your finished work, this can be attached to the final submission, making sure you have your Student ID clearly marked on the disc.
- (b) In your soft copy, do not present several files with different chapters/sections of your project in each. One file with full project is required. Please remember to place your student number on your disc/memory stick, or whatever means you use to store your material.
- (c) Candidates are strongly advised to read previous Examiners' reports prior to embarking on this project.

May 2010 Project

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 primary purpose of this project is to assess the candidate's ability to apply marketing principles to the topic under investigation and to structure research findings using the marketing concepts available.
3. Candidates are strongly advised to review past Examiners' Reports prior to embarking on this project – www.mii.ie/exampapers
4. 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.
Such projects will be automatically awarded a mark of zero by the examiner.
5. 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.
6. We would envisage that you would not be able to do justice to the topic in less than 5,000 words. On the other hand you should not exceed 7,000 words. A word count **MUST** be included as part of your Contents Page.
7. 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 examiner will conduct a systematic phrase search to ensure the integrity of information downloaded from the internet. 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.
8. This project will be assessed and marked like the other subjects in **Stage 3**. You will not have passed **Stage 3** until you have passed the project.
9. The project is due by **FEBRUARY 25, 2010**. 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.*
10. 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.
11. 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.
12. The attached statement must be signed and incorporated it into your project after the bibliography.



STATEMENT
STAGE 3 PROJECT
MAY 2010

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 _____