

Chemistry: Idea to Market

Marketing Task Handout- Ryanair

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Session Four: Marketing

During this session you will get the opportunity to practise using some commonly used marketing tools. These tools will be useful for developing your case study.

Marketing Task (60 mins)

Irish company Ryanair operates more than 1400 flights, is often in the news and the company seems to have grown and grown from its start in 1984.

To aid your understanding of the company perform a SWOT and PEST(LE) analysis, draw up a Boston Matrix, and consider the 4Ps for Ryanair. Later on in the session you will be asked to share your findings from these commonly used marketing techniques with another group.

Also list the company's philosophy and any USPs. Who are the target market for Ryanair and what evidence is there for market segmentation?

Websites to get you started

- Ryanair.com
- I hate Ryanair (www.ihateryanair.org/)
- Ryanair reports 14.9m euro profit (www.bbc.co.uk/news/business-16784541)

Company Comparison (30 mins)

You will be asked to combine with a group who has researched another company.

Once you have joined together one group summarises their findings (10 mins), then swap round allowing the second group to report their findings. Identify any common themes and key differences. Which tools (i.e. SWOT, Boston Matrix) worked well, and which less well?