Strategic Thinking 2024

Economic and Social Challenges in Irish Pub´s Industry.

How to improve Economic Sustainability and Social Impact within the Irish Pub Industry.

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**Declaration**

By submitting this assessment, I confirm that I have read the CCT policy on academic misconduct and understand the implications of submitting work that is not my own or does not appropriately reference material taken from a third party or other source.

I declare it to be my own work and that all material from third parties has been appropriately referenced.

I further confirm that this work has not previously been submitted for assessment by myself or someone else in CCT College Dublin or any other higher education institution.

Abstract

Irish Pubs are an important part of Irish culture and traditions, In her article, Una Mullally (2020) concludes that pubs are traditional and common because they are a way of life from a reasonably young age.

As a culture, tradition and way of life, it must have the same essence, this is what makes it unforgettable and magical, however, times change and it is not easy to keep everything static, this is why it is important to monitor new trends and ways of conducting business today.

Contents

[Introduction 1](#_Toc180886706)

[Objectives 1](#_Toc180886707)

[Economic Sustainability 1](#_Toc180886708)

[Impact on local economies 1](#_Toc180886709)

[Adaptation to market changes 1](#_Toc180886710)

[Scope 2](#_Toc180886711)

[References 2](#_Toc180886712)

# Introduction

In addition to solving the problems, which for some actors in the sector could be moved to another level, focusing on the traditional form, trying to preserve authenticity; the supported recognition of the problem, its effects, and the alternatives to address it, becomes important to raise awareness and mobilize the industry.

Some of the challenges that face the Pub industry and that could be addressed in the project are economic sustainability, the impact on local economies, and the adaptation to market changes, these problems, which are just some of the challenges facing the industry today, will become the objectives to be addressed in the project.

Yvonne Gordon in her article “In Ireland, pubs now offer more than just a pint” (2024), shows how the industry has had significant changes according to the customer´s preferences and habits, however in another article Conor Pope (2023), shows the figures of closures since the Covid-19 pandemic and how most of them were small or family-run business.

# Objectives

The objective of this project is to create models related to the identified challenges.

## Economic Sustainability

Forecast future demand by creating a model considering foot traffic, seasonal trends, and cultural and social events.

## Impact on local economies

As mentioned in the Introduction most of the closed pubs were small and family-run businesses, this is a niche to explore and develop, analyzing trends in supply chain costs, and suggesting negotiation strategies.

## Adaptation to market changes

When the idea of creating a new business arises, it is designed for current conditions, behaviours and preferences; it is not easy to adapt to change and when it changes represent a cultural and a way of life change it will be harder, sometimes it can be good for some of the customers and not too good for others, here is when to have clear the basis of the business take relevant importance to make the changes aligned with the objectives, so to have a model with knowledge about the objective customer, new preferences and trends will make a difference in the future of the business.

# Scope

This Capstone project will be developed during the two-semester, it will include data related to social and seasonal trends, cultural and social events, supply chain costs, and trends in the consumption of alcoholic and non-alcoholic beverages.

The historical data will be data from The Drinks Industry Group of Ireland (DIGI) and it will be analyzed considering the years 2021, 2022, and 2023.

# References

Mullally, U. (2020) Ireland and alcohol: Have we always seen ourselves as a nation of drinkers?. Available at: [Ireland and alcohol: Have we always seen ourselves as a nation of drinkers? – The Irish Times](https://www.irishtimes.com/culture/heritage/ireland-and-alcohol-have-we-always-seen-ourselves-as-a-nation-of-drinkers-1.4217789) (Accessed: 26 October 2024).

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Pope, C (2023) Irish pub closures accelerating, with average of 152 shutting each year since 2019. Available at: [Irish pub closures accelerating, with average of 152 shutting each year since 2019 – The Irish Times](https://www.irishtimes.com/ireland/2023/08/23/pub-closures-accelerating-with-average-of-152-shutting-each-year-since-2019/) (Accessed: 26 October 2024).

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