



Michael Tunney, Donegal County Enterprise Board, Declan Ward, Managing Director, Irish Pressings, and Karen Campbell, Irish Pressings. Karen won first prize for her company's Marketing Plan in a competition sponsored by Donegal County Enterprise Board.

Photo: Clive Wasson

Marketing metal at Derrybeg's Irish Pressings

Derrybeg based Irish Pressings employee, Karen Campbell, has won first prize for her company's Marketing Plan in a competition sponsored by Donegal County Enterprise Board.

Karen was awarded her prize at a ceremony in Letterkenny Institute of Technology where she is currently participating in a Masters in Marketing Practice.

The nine students had to present their marketing plans and a presentation based on the plan to a judging panel of Michael Tunney, Donegal County Enterprise Board, Deborah Maxwell, Marketing Manager Lough Derg Pilgrimage Centre and Pdraig Ó Gallchoir, Industrial Services Manager of LYIT.

As part of the Masters, Karen was placed in Irish Pressings on the Gweedore Business Park for 16 weeks to undertake a marketing audit, develop a marketing plan for the company and carry out daily marketing activi-

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ties. Brothers Declan and Brendan Ward established Irish Pressings in 2005 to manufacture metal pressed components for a diverse range of industries. In addition to the components the company now also designs and manufactures press tools, prototypes and welded assemblies and offer many other services including 2D & 3D CNC machining, wire erosion, and rapid prototyping.

Declan Ward, Managing Director of Irish Pressings, had identified that the company needed to become more marketing orientated as the company was further increasing its presence in the automotive sector. "We realised that we needed to focus on marketing in order to be able to reach potential customers within our chosen market segments, specifically the automotive industry, and to make them aware of our capabilities. Having Karen in the company gave us the opportunity to test the water and to identify areas we needed to focus on," said Declan.

Market research formed an important basis for the marketing plan, and the marketing audit allowed Karen to

assess the company's current position. "The marketing plan is based on increasing awareness of Irish Pressings among potential customers in the automotive sector and making them aware of what Irish Pressings can offer them," said Karen. "The company holds the ISO TS 16949 quality standard and has a commitment to continuous improvements in quality and production processes. We have reduced our internal costs in order that the customer gains the benefits in the form of highly competitive pricing," continued Karen.

Declan said: "We are very proud of Karen's achievement and we look forward to helping her implement the marketing plan and making marketing a permanent part of Irish Pressings future strategies." Karen has been employed full-time within the company focusing on sales and marketing. "I am delighted to have been offered the job, as I feel that there is huge opportunity out there for a company with the capabilities of Irish Pressings," said Karen.