

BA (HONS) MARKETING PRACTICE - CLASS OF 2019

NCI SHOPIFY SHOWCASE



WEDNESDAY MAY 22ND 2019 - 6.30-7.30PM

“2019 marks the NCI School of Business inaugural Final Year Marketing Showcase. We are delighted to have an opportunity to recognise and celebrate the work of 67 final year marketing students, as they make the transition from their undergraduate degrees to their professional careers.”

Colette Darcy, Dean of the School of Business

“National College of Ireland has partnered with e-Commerce giant Shopify in a wonderful collaboration that tasks our final year Marketing students with developing their own eCommerce stores!

This group project is run across two semesters and challenges the students to research and identify a profitable niche, manufacture and package the resulting product and develop a strong brand identity around their ideas!

There are 12 eCommerce stores this year, ranging from premium high end stylish wallets to ‘viking strength’ coffee to gorgeous wooden watches that are ecology friendly and give back to environmental causes!

We are so excited to show the world what we have all been working together on these past few months. In the words of Helen Keller ‘Alone we can do so little, together we can do so much!’”

Dave Hurley, Marketing Lecturer , National College of Ireland

CADDY CRATES



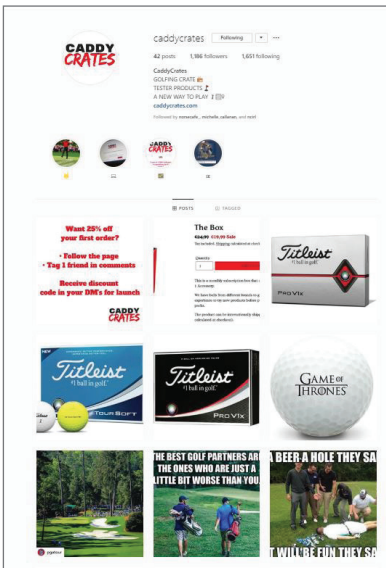
Caddy Crates offers a monthly golf subscription box selling golfing essentials to the global market. Caddy Crates provides passionate golf players with the option to try and test new golf products and brands in a convenient and cost-effective way through a low-cost model.

Team includes:

Eric Wall, Gary Flanagan, Adam Hayden, Ali Ambrose, Ciara Hardiman and Gavin Keane

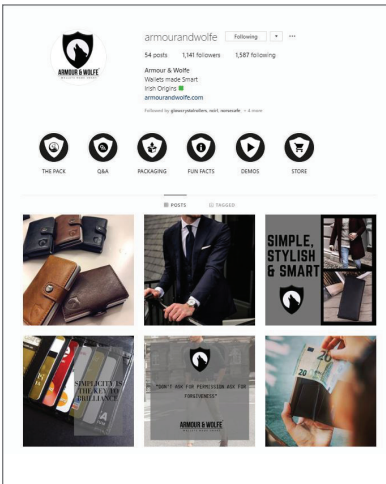
Instagram:

@caddycrates
<https://www.instagram.com/caddycrates/>
1168 Followers





As technology advances and innovates it has created new and easier ways to pay and travel with contactless cards. Armour & Wolfe has recognised and responded to the need for Modern Armour to protect alongside modern technological advances. Our wallets are fitted with RFID protection to avoid wireless card fraud and are reinforced to provide protection against bending and breakage. Additionally the TrackR app will automatically remember the last time and place you had your A&W wallet and the two way ringer on the TrackR app will allow you to ring your tracker card and vice versa. The tracker card runs on solar energy and only required 3 hours of light to last a month.



Team includes:

Caoimhe Morgan, Glauber Carneiro, Charly Glanville, Eve Coogan, Jamaal Eydan

Instagram:

@armourandwolfe

<https://www.instagram.com/armourandwolfe/>
1153 followers



At Crockeri we aim to provide our customers with products that will empower them to embrace their passion for cooking. Don't let a small kitchen stop you from doing what you love...Our products are represented by 8 different collections all of which aim to solve day to day problems that consumers face in the kitchen by utilising space, limiting the mess and saving time.

Small Kitchen, Big Ambitions

Team includes:

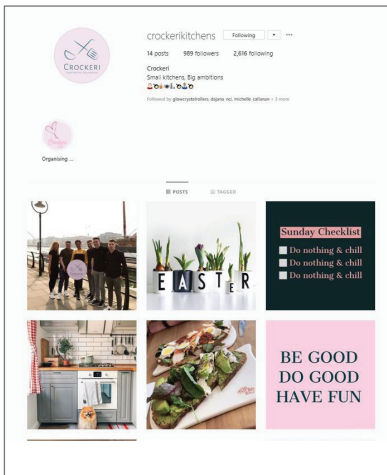
Georgia Behan, Craig Lawless,
Ciaran Hannan, Darragh Loughheed,
Mia Groom, Ryan Cooley

Instagram:

@crockerikitchens

<https://www.instagram.com/crockerikitchens/>

1,001 followers





GinFusions, bringing a new meaning to the word 'gin lover'. Whether it's juniper berries from mountain peaks or hibiscus flower's from the tropics we exist to broaden your horizons and allow you to explore flavors of the world you never knew existed."

Team includes:

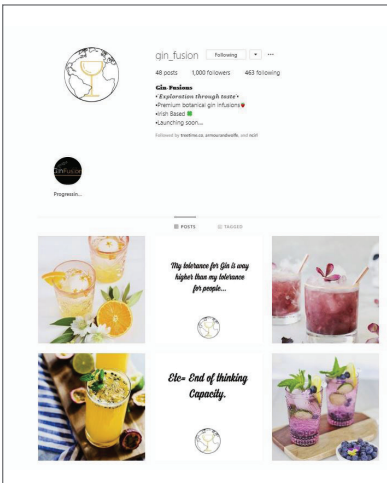
Aoife Walsh, Emma Cusack, Adam Doyle, Ailbhe Murphy, Colm Grant, Stephen Lavin

Instagram:

@gin_fusion

https://www.instagram.com/gin_fusion/

1,006 followers



TL

TREE TIME



Our range of stylish watches are handcrafted and made of natural wood, bamboo and leather are individually crafted with unique colours and characteristics. We donate €2 for every watch sold to “Trees for the Future” to plant a tree for every product that we sell in our store.

Team includes:

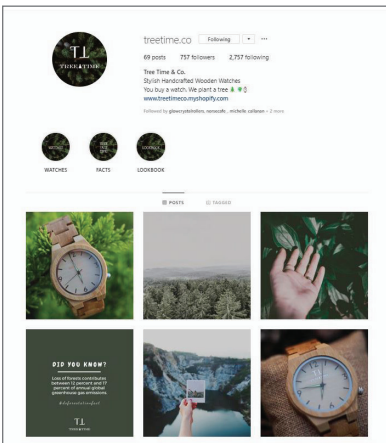
Simon Bell, Silvia Perez, Conor Dempsey, Louis Hartnett, Lucile Gourdon, Ryan Foster

Instagram:

@treetimeco

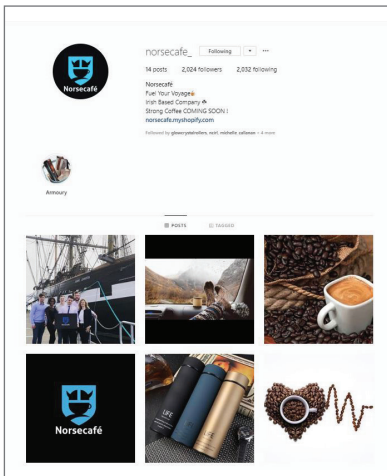
<https://www.instagram.com/treetime.co/>

771 followers





Norse Café brings you the perfect strong blend of hand roasted coffee. Created in partnership with Dublin based micro roastery Two Spots. With their help and knowledge, we will be selling the strongest of the strongest of Robusta coffee. Not only does the Robusta bean have more caffeine, but it's also rich in antioxidants which boosts cellular rejuvenation. So not only does a cup of Norsecafé wake you up in the morning, it also creates a body mask removing any excess oils. We have sourced a Viking flask - a 230 ml vacuum thermos flask with the insulation performance lasting up to 6 hours. The cup features 2 straps for commuting and a leather stand for use when the cup is in a stationary position. The unique design is 100% leak proof and the lid is easy to open. The capacity of the flask is 230mls which is the same size as a regular cup of coffee.



Team includes:

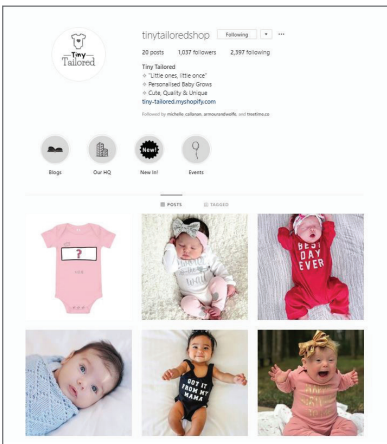
Ronan Mc Dermott, Eimear Walsh, Conor Crosse, Jake Scott Campbell, Jonathan Eccles, Kadiatou Traore

Instagram:

https://www.instagram.com/norsecafe_/
2,031 followers



Babies aren't named differently to be the same so why should everyone's start with the same products, the same clothes? We spend a mere 12 months as babies; the shortest time in our life cycle - a blink in our existence which we are the size to fit in our mother's hands. We believe this truly special time is worthy of a truly special product. A product which can be kept forever, a product which can be customised, personalised to your baby. We aim to provide parents, godparents, grandparents and family and friends with the opportunity to create a loving unique product, to give a gift that shows you care. By offering the chance to add the baby's name, possible date of birth, and even a cute little icon we want to give you the opportunity to create something unique, thoughtful, something meaningful.



In essence, your baby is unique and deserves to be treated so. This may be the first thing your baby will ever wear so make the most of this truly special time because as our slogan states - your little ones, are little once.

Team includes:

Ryan Groves, Jessica O Grady, Aaron Duffy, Gilmar Da Silva, Jack Finan

Instagram:

@tinytailoredshop

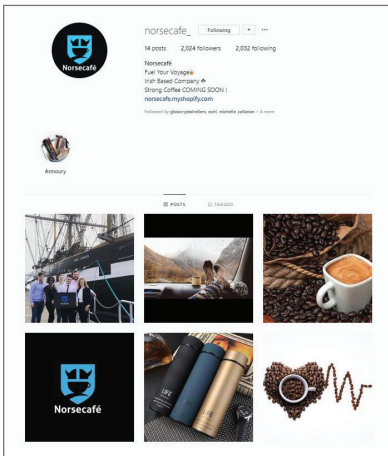
<https://www.instagram.com/tinytailoredshop/>

1031 followers

GLOW.



Beautifully crafted handheld rollers that are made from amethyst, citrine, hematite & rose quartz- all crystals used in ancient Chinese medicine aligned with Meridian Healing process. GLOW's Amethyst rollers' healing powers help with physical ailments, emotional issues, energy healing and chakra balancing. Amethyst crystal therapies are primarily associated with physical ailments of the nervous system, the curing of nightmares and insomnia, and balancing the crown chakra.



GLOW's Citrine roller, opens the crown chakra, and allows spiritual light to flow down from the universe into the body. This light can then be distributed to the bodies other energy centres to create balance and healing. Citrine helps to align the body for top to bottom which brings success, enthusiasm, happiness, and power.

GLOW's Hematite roller, is associated with the root chakra, and it absorbs toxic emotions in the body and therefore brings the body back to its natural state of joy, and vitality. It balances and aligns all seven chakras, bringing peace to the body overall.

GLOW's Rose Quartz roller, is often associated with love, and this stems from its connection to the heart chakra. This connection improves circulation, and helps to remove unwanted toxins from the body.

Team includes:

Molly Croft, Meg Foley, Ellen Doherty, Emmeline Briand, Shauna Cannon

Instagram:

@glowcrystalrollers

<https://www.instagram.com/glowcrystalrollers/>
1,042 followers



We are the “one stop festival shop!” We are here to supply you with all your festival needs. We know it is hard preparing for festivals as well as working and studying for college, so we have designed this one stop festival shop for every festival lover out there! We supply everything from tents and sleeping bags down to glitter and accessories!

Team includes:

Alannah Kenny, David Osungboun, Jordan Gallagher, Mia Flynn, Anna Noemi Csaplar, Pacha Kitata



Instagram:

@thefestivalboutique

<https://www.instagram.com/thefestivalboutique/>

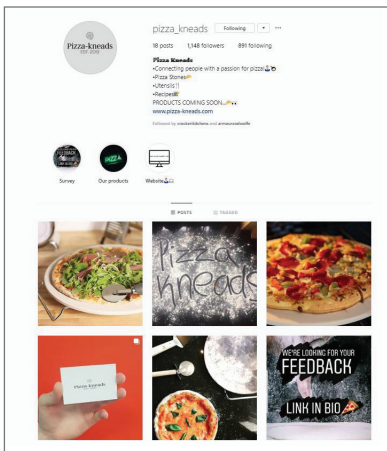
519 followers



We're pizza kneads! We believe in creating the perfect homemade pizza! And our product can help anyone achieve that. We have a passion for pizza and we want to share it with you! Our brand focuses on creativity and connections and using one of our products brings these traits alive in anyone!

Team includes:

Mark Scanlon, Abban Bohanna, Hayley Rowan, Max Gallagher, Meireka Radford



Instagram:

@pizza_kneads
https://www.instagram.com/pizza_kneads/
1155 followers



Ruxxo designs are unique, one of a kind and limited edition. Our socks are designed to be worn as a staple piece of your outfit, which can't be found anywhere else but our store!

We promote our customers to be the best version of themselves by allowing them to wear our high quality, custom made, never seen before designs that are only available for a limited time. Our customers will feel special and be part of our expressive movement.

Team includes:

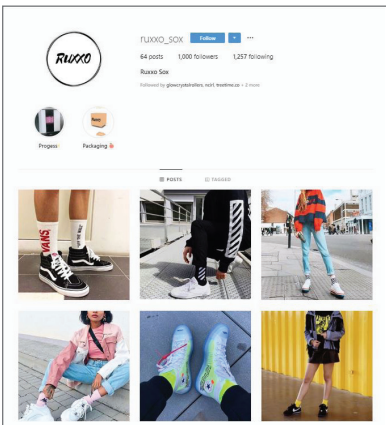
Patrick Byrne, Adam Mc Morrow, Briana Meehan, Laura Carrick, Naoise Redmond

Instagram:

@ruxxo_sox

https://www.instagram.com/ruxxo_sox/

1025 followers

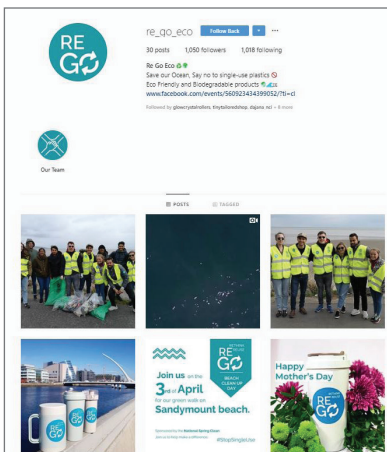




Re-Go's main focus is to unite consumers to help spread awareness of the nasty effects that plastic has in our oceans. We aim combat the plastic issue as one with our audience and offer eco friendly biodegradable alternatives whilst in the process. To show our transparency, 10 % of each product sold will be donated to ocean clean up charities.

Team includes:

Bryan Beatley, Grace Gunning, Lea Chillet, Mario Alexandre, Matthieu Mandin, Michelle Callanan



Instagram:

@re_go_eco

https://www.instagram.com/re_go_eco/
1031 followers



National
College of
Ireland

CONTACT

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david.hurley@ncirl.ie - Lecturer (School of Business)

www.facebook.com/ncicareersandopportunities

twitter: @NCI_Careers

Career Development & Employability Centre
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