

Candidate E – Conclusions and Recommendations (extracts)

AIM – Investigate McDonald’s business ethics and the impacts of those on the organisation and its stakeholders including the environment.

Conclusions and recommendations

I can conclude that McDonalds continuing toward their environmental goals will have a positive impact on the environment in the long term as well as a positive impact on McDonalds in the short term – since using recyclable packaging will help to cut costs on wastage as well as using renewable energy will enable McDonalds to act ethically responsible whilst cutting cost which will increase their net profit. From this I can conclude that McDonald's ethics and corporate social responsibility in their environmental goals have a positive impact on the organisation.]

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McDonalds have the goal of an equal split of men and women in management positions (Senior Director and above) by 2030. From this I can conclude that McDonalds is an ethically responsible organisation which will benefit the stakeholders such as the shareholders and employees as the organisation has a diverse workforce which can increase output which will positively impact on profits and dividends paid to shareholders and promotion opportunities for staff.

1 mark

Candidate E – Bibliography (extract)

Bibliography

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