

Candidate A – Conclusions and Recommendations (extracts)

AIM - What is the impact of Mackie's CSR on itself and its stakeholders?

Employees

In conclusion, some of Mackie's CSR activities benefit their employees. The arboretum can help to improve the mental health and physical health of employees by being outdoors in nature, and helping the Muscular Dystrophy UK will make employees happier as they know that they are helping other people by working for Mackie's.

Charity

I recommend that Mackie's of Scotland make another limited flavour of crisps for charity. Maybe even a charity that helps a current issue eg COVID suffers, NHS staff or even a charity helping Ukrainian citizens/refugees. However, I would suggest that they produce more than fifty thousand bags of the crisps and sell them in more stores than just Asda's. This should significantly increase the number of bags sold and therefore not only is more money donated to charity, but Mackie's should benefit from increased sales that they would not have had without donating to charity. They would also benefit from being associated with doing good for a current social/humanitarian issue.

Candidate A – Bibliography

AIM - What is the impact of Mackie's CSR on itself and its stakeholders?

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