

Candidate A – Introduction

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

INTRODUCTION

This report will aim to find out how Mackie's of Scotland (Mackie's) corporate and social responsibility (CSR) schemes have impacted themselves and their stakeholders. To accomplish this, secondary sources such as Mackie's website and other secondary sources will be used to find out how Mackie's has been affected.

Mackie's of Scotland is a Scottish family-run business that produces food items such as ice cream, chocolate, and crisps at their vertically integrated farm located in Aberdeen, Scotland¹. They want to "become a trusted global brand from the greenest company in Britain created by people having fun!"

A reason for researching CSR is that more customers are aware of the impact that businesses are having on society, due to media becoming more widespread throughout the world. Customers are going out of their way to buy from businesses that try to help others³. I picked this topic as I wanted to investigate an issue that had a direct influence on consumer purchases.

A reason for selecting Mackie's is that they have a plethora of activities on their website that are to benefit their employees, stakeholders and the environment and have won environmental awards eg Green Family Business of the Year 2021⁴ which should mean that it will be easier to research information regarding their efforts to be corporately responsible.

My last reason for choosing Mackie's is that they operate in an industry that is normally viewed as bad for the environment due to the cows that are required to produce milk for their products combined with the fact that they are a manufacturer, so I chose Mackie's as I felt it would be more interesting to see how they minimise the effect that they have on the environment.

¹ <https://www.mackies.co.uk/>

² <https://www.mackies.co.uk/about-mackies/>

³ <https://www.circularonline.co.uk/news/consumers-demand-greener-products-in-wake-of-pandemic/>

⁴ <https://familybusinessunited.com/2021/12/10/its-a-double-scoop-of-success-for-mackies/>