

Appendices

Candidate A

The effectiveness of Lush's corporate social responsibility policy

Appendices

Appendix 1

<https://uk.trustpilot.com/review/www.lush.co.uk?stars=3>

Appendix 2

<https://forms.office.com/Pages/ResponsePage.aspx?id=oyzTzM4Wj0KVQTctawUZKXDg3mqG9RRAPy45BO9h3TdUMDBDREFYWUU3RzM3RjIIN0hZNE5KTjAzTi4u>

Appendix 3

<https://www.lush.com/uk/en>

Appendix 4

<https://www.forbes.com/sites/walterloeb/2017/04/07/lush-beauty-taking-the-industry-by-storm-thanks-to-young-love/?sh=7dfbbc6011c5>

Appendix 5

https://www.thebodyshop.com/en-gb/tips-and-advice/mothers-day-ideas/e/e00158?ds_kid=43700044581043372&utm_placement=TBS%20Brand%20-%20Exact&gclid=EAlaIQobChMIztjl-Pmp9glVgdPtCh3Z6Q3REAAAYASAAEgL3C_D BwE&gclsrc=aw.ds

Candidate B

The effectiveness of Marks & Spencer's extended marketing mix

Appendices

1. <https://www.marksandspencer.com/>
2. <https://forms.office.com/Pages/DesignPage.aspx?lang=en-GB&origin=OfficeDotCom&route=Start#Analysis=true&FormId=oyzTzM4Wj0KVQTctawUZKcszCn7w6S5NinQRxVGLKgNUQ1FQNEM1SDJKMUJLSVc3TDNVUE9FNIZDSy4u>
3. <https://www3.next.co.uk/>
4. Store Observation Sunday 20th, 1300 hours, Marks & Spencer Store, Ayr

Candidate C

Evaluating the corporate social responsibility of Lush Cosmetics

Appendices

Appendix 1

- https://weare.lush.com/lush-life/our-ethics/?_gl=1%2asm4nhv%2a_ga%2aOTkyODA2NDg1LjE2NDM3MDU5NiM.%2a_ga_E68EJV3RYF%2aMTY0NTcwNjc1OS4xNC4wLiE2NDU3MDY3NjQuMA..
- <https://weare.lush.com/lush-life/our-impact-reports/>
- <https://weare.lush.com/lush-life/our-giving/>

Appendix 2

1. What age group are you?
 - 12-19
 - 20-29
 - 30-39
 - 40-59
 - 60+
2. What gender do you associate with?
 - Woman
 - Man
 - Non-binary
 - Prefer not to say
3. Have you ever shopped at Lush before?
4. Would you rather shop at Lush or The Body Shop?
5. Are you aware of any of the ethical practises carried out by Lush?
 - Fighting Animal Testing
 - Rewild Life
 - Hold Water Sacred
 - Climate Emergency
 - Go Circular
 - Freedom of Movement
 - Modern Slavery Movement
 - Donate to Charity

- Ethical Buying
 - None of the above
6. How ethical do you believe Lush to be?
 7. Do you think Lush is ethical? If so, why?
 8. Is there anything you believe Lush could do differently or could begin doing to improve ethicality?
 9. If you were made aware of the ethical practices carried out by Lush, would this make you more likely to shop there?

Appendix 3

<https://www.facebook.com/LushGlasgowCity/>

Appendix 4

<https://www.theguardian.com/australia-news/2020/aug/21/ethical-cosmetics-company-lush-accused-of-poor-working-conditions-for-australian-staff>

Appendix 5

https://www.thebodyshop.com/en-gb/face/view-all-face/c/c00234?ds_kid=43700044581043372&utm_placement=TBS%20Brand%20-%20Exact&gclid=EAlaIqobChMI48_VpuCG9glVxevtCh20NAx7EAAYASAAEgKUUvD_BwE&gclsrc=aw.ds