

# Introduction

## Candidate A

### Tesco marketing mix

#### Introduction

The business that I am researching is Tesco. Tesco is a public limited company founded in 1919 that is based in the UK and Ireland. It is a supermarket that sells groceries, clothes and everyday appliances. I want to know about the way in which they manage their business. I will do this by researching their marketing mix.

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# Candidate B

## Effectiveness of Lush's corporate social responsibility policy

**Introduction:**

The purpose of this report is to investigate the effectiveness of Lush's Corporate Social Responsibility policy. Lush is a large chain of cosmetic stores.

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## Candidate C

### The effectiveness of Marks & Spencer's extended marketing mix

The purpose of this report is to research and comprehend the effectiveness of Marks & Spencer's extended marketing mix.

#### Introduction

The company was founded in 1884 by Michael Marks and Thomas Spencer. Marks & Spencer operates under the Private Sector of the Economy. Marks & Spencer is a public limited company, as it offers shares to the general public and is a major British multinational company. There are over 1,038 stores across the UK and over 100 websites globally. M&S specialise in selling food, clothes and home products and are known for their high quality products.

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