

## Candidate A evidence

Para 1

After my research I would recommend that Cadburys use social media more as they have a small number of posts but a large following, this can lead to additional advertisement that is also free and offers the opportunity for customers to engage with the business.

1R

Para 2

I also recommend that they should identify more celebrities to work with to try and combat the negative publicity of losing the royal warrant. By making the product more relevant to other audiences they can maintain or market share.

Max

Para 3

I recommend that they keep producing the lower sugar option as this gives people the choice to buy a healthier alternative if they are worried about eating too much sugar. They should advertise this option more.

Max

## Candidate B evidence

Para 1

To conclude, Rolls Royce provides a very safe and prosperous environment for employees. However, some aspects of the firm and its operation could be improved.

Para 2

Rolls Royce has a female representation of only 18% across all employees within the company. I recommend that the company provides courses to girls in schools to try increase the number of girls becoming interested in the company and industry. In the long-term this can create a more equal environment as more women are joining Rolls Royce and motivate female employees as they have better representation.

1R

Para 3

I recommend that Rolls Royce improves the recognition of managers' hard work; this could be done through more in-depth performance reviews. This would allow upper management to notice above-standard work and reward lower-level managers, e.g. bonuses. This would motivate lower management to maintain the level of service they are providing the company.

1R

**Para 4**

I recommend that Rolls Royce offer financial incentives for attending business meetings away from home. This may encourage employees who do not engage with the company often to attend these meetings and learn new skills. This could improve their productivity and motivate them to engage more with the company culture.

**Para 5**

I recommend that Rolls Royce invests more into their digital security system. This is due to Rolls Royce being a government contractor and dealing with potentially sensitive information regarding defence. A data leak could compromise employees and make them a target. Employees knowing they're safe can motivate them to join projects that may be sensitive, leading to more engagement within the firm.]

**1R****Para 6**

I recommend that Rolls Royce continues to do risk assessments on external factors that could affect employees and the firm, this is due to the nature of rolls Royce being a global company in defence and can be beneficial to employees if they know they are safe, which meets Maslow's second level on the hierarchy.]

**Max**