

# Candidate evidence

## Task 1 — Work

Your manager has asked you to write an **evaluative report** with your **opinions** and **recommendations** on how your company could create a better public image.

You should include some or all of the following points:

- donations to charity
- community involvement
- environmentally sustainable practices
- equality and diversity
- staff training and input.

You may also add your own ideas.

You should write approximately 250–300 words.

## Candidate 6- Work

Task Number

1

~~Today~~

There are many great ways to help this company get a better public image, and in this essay some of the key ways will be explored. The specific ones I'll talk about are donations to charity that we could make, community involvement and finally equality and diversity between everyone.

Let's explore how the donations we could make to charity would help. If we did donate to charity, we would be seen as generous and very kind, many new customers would be attracted to this. It would leave a positive impression and the charity would be very grateful. Many people would leave good suggestions for others helping us grow even further, I think all of this would significantly better our public image.

Another way to better the company's public image could be through more community involvement. A good way to do this would be by hosting more events, it would help connect with staff and better yet the community

around us, it would make customers feel more at home  
and overall create a better image of the company.

Finally, the last way that we could improve our  
Public image would be through equality and diversity  
among everyone. We could make a policy that in our  
company everyone is treated equally no matter what.  
If we publicised this on our web page I believe it would  
create a better public image of our company.

In conclusion, I believe through all of these actions  
we would be able to drastically better our public  
image which could help the company massively.