

# 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 2- Work

Task Number

1

### Methods that could improve the company image

#### Introduction

The aim of this report is to assess assess the viability of of a variety of ideas on improving the public perception of this company. This assessment was compiled from a survey of our employees and other sources.

#### Charity

The simplest, and most popular within the firm, suggestion was to donate money or a service publicly to a registered charity. To improve this strategy's effectiveness, the donation should be prominently shown on our advertisements. A minority of staff did raise concerns about donating our remaining funds to charity, warning that the business may go bankrupt if significant

donations are to be made.

### Environmentalism

~~Adjusting~~ <sup>Adjusting</sup> our internal operation to be more environmentally friendly ~~is often~~ was suggested, as our company should be fairly easy to ~~adjust~~ ~~adjust~~ achievable within our advertising ~~budget~~ budget. In addition, this should reduce the energy consumption of the company, ~~saving~~ reducing ~~expenditures~~ expenditures on energy. ~~In my personal~~ The aim of ~~these~~ ~~adjust~~ this plan is to later apply for ~~some sort of~~ a certification of environmental standards, which ~~we~~ can be displayed at our locations on ~~web~~ websites. In my personal opinion, this is the most realistic suggestion.

### Staff appearance

A ~~an~~ more ~~radical~~ radical, albeit more effective, proposal would be to change the front end staff's behaviour and image. Some of our employees seem discouraged and unapproachable, which ~~we~~ may seep into

the public consciousness perception of this business. Refreshing the attitude and ~~training~~ retraining the staff could ~~also~~ revitalize our brand. On the other hand, this could backfire, with staff being more stressed, and could increase our turnover at a moment where we cannot afford it. Overall, I ~~be~~ see this as a last resort.

Promoting our values  
Suggested by <sup>a single</sup> ~~one~~ employee, strengthening our commitments to being inclusive could ~~via~~ attract ~~our~~ customers from our desired demographic. In ~~practice~~ practice, this means supporting nearby ~~food~~ women's rights campaigns, and lowering prices on specific days when rallies are ~~happening~~ happening. In ~~theory~~ the long term, this may build brand loyalty. My assessment of this ~~strategg~~ strategy is that its long term nature makes it not ~~the~~ the <sup>sole</sup> solution we can rely on, but ~~may~~ will work

~~we~~ continued  
well ~~at~~ alongside other plans.

### Conclusion Recommendations.

In summary, most of the ideas proposed here will likely work, but due to the nature of ~~our~~ ~~st~~ the ~~bi~~ enterprise, ~~we~~ I would recommend a more conservative approach, like ~~the~~ environmental one.