

Background Information

Candidate 1

TOPIC: HOW BAXTER'S ENSURE HIGH QUALITY PRODUCTS

The candidate was awarded **4/4 marks** for this section. The candidate made 9 valid points. However, only 4 marks are available for this section.

- ◆ *The purpose of my report is to see how Baxter's ensure high quality products'. **1P** (1 mark for the Purpose of the report).*
- ◆ *Baxters opened their first shop in 1868. plus The founder of the company is a man called George Baxter'. – **1H¹** (1st mark for History - when and whom).*
- ◆ *Prior to december 21, 2006 the company was called W.A. Baxters & Sons Ltd.– **1H²** (2nd mark for History - changes to ownership).*
- ◆ *They sell soups, – **1PS¹** (1st mark for Product/Service).*
- ◆ *condiments, – **1PS²** (2nd mark for Product/Service).*
- ◆ *Sauces, and more. – **Max PS** (no further marks can be awarded for Product/Service as maximum marks have been given).*
- ◆ *Baxters is a private limited company. – **1S¹** (1st mark for Structure).*
- ◆ *The company is a tertiary ... business. – **1S²** (2nd mark for Structure).*
- ◆ *and secondary business. – **Max S** (no further marks can be awarded for Structure as maximum marks have been given).*
- ◆ *They are a local scottish company located in kelty – **1L¹** (1st mark for Location).*
- ◆ *and their main manufacturing site and corporate headquarters are in Fochabers, Moray, Scotland. – **1L²** (2nd mark for Location).*

Background Information

Candidate 2

TOPIC: No title was given by the candidate

The candidate was awarded **2/4 marks**.

- ◆ *Netflix website was launched on August 29, 1997* - **NO MARK** awarded for History as the candidate did not include the name of the founder or location. Candidates must give two points of history to gain a mark.
- ◆ *with only 30 employees* – **1H¹** (1st mark for History).
- ◆ *and 925 works available for rent*. - **NO MARK** awarded here as 'works' is too vague and it's not clear what the candidate means. The candidate needed to be more specific to gain a mark and should have said 'films' or 'movies', etc.
- ◆ *and brought a more traditional, online pay-per rental model* – **NO MARK** awarded here as the candidate did not mention what is being rented.
- ◆ *(US \$4 per rental plus US \$2 in postage; late fees applied)*. – **NO MARK** awarded here as the candidate has not mentioned what is being rented.
- ◆ *Netflix introduced the monthly subscription concept in September 1999, and then dropped the single-rental model in early 2000*. – **1H²** (2nd mark for History).
- ◆ *Netflix is a public business*. – **NO MARK** awarded here as it is not clear if the candidate means Public sector or Public Limited Company.
- ◆ No Purpose for the report has been given.

Research Methods and Sources

Candidate 1

TOPIC: HOW BAXTER'S ENSURE HIGH QUALITY PRODUCTS

The candidate was awarded **6/6 marks**. The candidate made 7 valid points. However, only 6 marks are available for this section).

- ◆ *The first source I have used is an online source. I looked at baxter's website (see appendix 1) to find information about their range of products the business sells, the, location of the business and more background information. – 1P¹ (1st mark for Purpose).*
- ◆ *This is a secondary resource as the information has already been posted. This is useful [value] because I can use the information without doing a lot of work [explanation] - 1V¹ (1st mark for explained Value).*
- ◆ *I also know it's reliable [value] because the website would not lie about their own products. [explanation] – 1V² (2nd mark for explained Value).*
- ◆ *The second source I have used is an online source; I have looked at tripadvisor (see appendix 2) to find reviews of Baxters. – 1P² (2nd mark for Purpose).*
- ◆ *This is a secondary research because the information is already published so I can look at the information without doing the findings myself. – NO MARK awarded as this is a repeat point already given at V¹.*
- ◆ *This is useful [value] as I can look at the website and get a non bias view on the company [explanation] – 1V³ (3rd mark for explained Value).*
- ◆ *however some of the information might be false – 1L¹ (1st, and only, mark for a List in this section, as there is no explanation of the value).*
- ◆ *The last source is a primary source; I'm using is a survey I created to find information specifically needed for my report – NO MARK for Purpose as the response is too vague.*
- ◆ *The survey is a primary research because I had to create the survey – Max L (no further marks awarded for List in this section as the maximum number marks have been given).*
- ◆ *and the information was not already published. – Max L (no further marks awarded for List in this section as the maximum number of marks have been given).*
- ◆ *Such as how people associate with with Baxters brand. – 1P³ (3rd mark for Purpose).*
- ◆ *I sent out my survey to my fellow classmates to see how they think of Baxters quality – NO MARK awarded here as this is a repeat of the Purpose mark given as P³.*
- ◆ *so I could get an unbiased opinion on Baxters quality. – Max L (no further marks awarded for List in this section as the maximum number of marks have been given).*
- ◆ *This is useful because I was able to get direct information that I needed for my report – Max L (no further marks awarded for List in this section as maximum marks have been given).*

Research Methods and Sources

Candidate 2

TOPIC: No title was given by candidate

The candidate was awarded **5/6 marks**.

- ◆ *For my research method I have used Netflix wiki to find out what was needed about Netflix, history etc – 1P¹ (1st mark for Purpose).*
- ◆ *I used a Netflix questionnaire so I could find out who likes/ uses etc for Netflix. – 1P² (2nd mark for Purpose).*
- ◆ *The website was primary information and an example of desk research as I didn't gather the information myself – NO MARK awarded as neither a purpose nor a value were provided.*
- ◆ *The information on the website was accurate [value] – 1L¹ (1st, and only, mark for a List in this section, as there is no explanation of the value).*
- ◆ *and relevant to my report [value] – Max L (no further marks can be awarded for the List in this section as the maximum marks have given).*
- ◆ *and was cost effective [value] as it was free to access. [explanation] – 1V¹ (1st mark for explained Value).*
- ◆ *Some information wasn't relevant to my report – NO MARK – this is a FLIP of the point about being 'relevant' above.*
- ◆ *but I could pick out what I needed. – Max L (no further marks can be awarded for List in this section as the maximum marks have given).*
- ◆ *My final source of information is a questionnaire which is a primary source of information. NO MARK awarded as the candidate has not provided a purpose nor a value*
- ◆ *I chose this as I could decide what questions to ask [explanation] which meant it would be relevant [value] and accurate. – 1V² (2nd mark for explained Value).*
- ◆ *I handed it out to customers of Netflix to get view of people of have used the site. - NO MARK awarded as this is a repeat of the mark already awarded for purpose.*
- ◆ *The disadvantage was that everyone might not be honest on the questionnaire - Max L (no further marks can be awarded for List in this section as the maximum marks have given).*

Findings, Analysis and Interpretation

Candidate 1

TOPIC: HOW WELL THE CUSTOMER SERVICE IS CURRENTLY DELIVERED AT RIVER ISLAND

The candidate was awarded **9/12 marks**.

- ◆ *Pie chart 1 – shows that from my survey I found out that 52% are male and 47% are female, – **NO MARK** – the point is not related to Customer Service. Note that throughout this section the candidate displays the survey results as a series of bar charts, rather than pie charts, in the appendices. This does not affect the marks given for relevant points*
- ◆ *Pie chart 2 – shows that from my survey I found out that 73% said they had shopped at river island before whilst only 26% have never shopped at the store before. – **1F¹** (1st mark for Finding). This is related to customer service because in order to have an opinion on the customer service then one would need to establish who had actually shopped there.*
- ◆ *This indicates that clearly River Island is a shop that attracts the majority of people I asked in the survey and clearly think it is a well-liked store – **NO MARK** – too vague. There is no added value to analysis that links back to the purpose which is customer service.*
- ◆ *Pie Chart 3 - this shows that 43% of people thought that only some of river islands products were affordable when only 26% says they are all affordable, – **1F²** (2nd mark for Finding). Allow this as it is about customer service which his included in customer satisfaction.*
- ◆ *this conveys that they need to consider their prices, look more into less bought products, and notice if they can make a change in prices, this could also lead to loosing sales. – **NO MARK** – this is a recommendation in the FAI section.*
- ◆ *Pie chart 4 - this shows that 33% shop for women's clothes whilst also 33% shop for men, this shows that a mixture if both women and men shop in River Island for themselves. A small 19% shop for children's clothes, – **1F³** (3rd mark for Finding).*
- ◆ *this could possibly be because the Livingston store only has a small range of children's clothes – **NO MARK** – no source is given.*
- ◆ *Pie chart 5 – this shows that 21% thought the staff were helpful, and 47% thought staff were very helpful. – **1F⁴** (4th mark for Finding).*
- ◆ *Furthermore, this shows the staff that work at River Island are very considerate and show many help. – **NO MARK** – weak analysis, needs to be more specific about how this helps.*
- ◆ *Only 4% thought they were not helpful at all, - **NO MARK** – This is a repeat point. It is a further finding for the same question about helpfulness.*

- ◆ *this shows that river island has clearly has a few little incidents/issues and overall clearly have an outstanding strong customer service strategy. – 1A¹ (1st mark for Analysis of Finding 4).*
- ◆ *Due to 47% finding the staff at River Island very helpful, – Repeat point. It is a further finding for the same question about helpfulness.*
- ◆ *means they will have a good reputation – 1A² (2nd mark for Analysis of Finding 4).*
- ◆ *and customers will return – Max A (no further marks for Analysis of this point as the maximum of 2 analysis points from any one finding have been given).*
- ◆ *Pie chart 6 - this shows that 48% said they had experienced a problem whilst shopping in River Island, 52% said they had not. - 1F⁵ (5th mark for Finding).*
- ◆ *This indicates that almost half of the people surveyed had a problem whilst shopping in the store. – NO MARK – Repeat point. It is the same finding about problems whilst shopping.*
- ◆ *This clearly is not a positive outcome – NO MARK – Repeat of the same finding about problems whilst shopping.*
- ◆ *for River Island to gain a stronger reputation, they should look into proving customer feedback for the customers, and change their less strong points in the business, – NO MARK – this is a recommendation in the Findings Analysis and Interpretation (FAI) section.*
- ◆ *if this continues they could lose customers. – NO MARK – as this is a justification for a recommendation in the FAI section.*
- ◆ *Pie chart 7 – this shows that 78% said they would shop at River Island again whilst only a small 21% said they would not. – 1F⁶ (6th mark for Finding).*
- ◆ *This indicates that River Island is well-liked store and people want to shop in it more often - NO MARK – Repeat of the same finding about wanting to shop at River Island.*
- ◆ *and shows they are building up customer loyalty. – 1A¹ (1st mark for Analysis of Finding 6).*

Findings, Analysis and Interpretation

Candidate 2

TOPIC: HOW BAXTER'S ENSURE HIGH QUALITY PRODUCTS

The candidate was awarded **12/12** marks.

- ◆ *By researching baxter's website www.Baxters.com I found that they have a quality control manager, Lisa Campbell, to ensure quality control – 1F¹ (1st mark for Finding).*
- ◆ *she states "My day is spent tasting and testing all sorts of delicious food, from soup to beetroot, to check it meets the Baxters high standard of quality." – 1F² (2nd mark for Finding). This is different from previous mark as the candidate has gone on to say what the quality control manager actually does.*
- ◆ *This means they have someone to check the quality of the product at the end of production. - NO MARK – Repeat of previous point. This is not analysis, no extra value from previous finding at it is implied that the testing is done at the end of production as the food is prepared.*
- ◆ *This ensures the quality of the company has someone checking the quality of their products of products before selling their product to consumers. – 1A¹ (1st mark for Analysis of Finding 1) – added value coming from stating 'before selling to customers'.*
- ◆ *On Baxters website I also found Baxters ensures quality input because they have a Ethical Trade policies. They state "responsibility to comply with our food quality, legal and food safety requirements for products" (appendix 2) – 1F³ (3rd mark for Finding) – note that 'Ethical trade policies' would not be enough on its own.*
- ◆ *this shows how Baxters ensure that the raw materials that they put into their products must fit there quality of their company – 1A¹ (1st mark for Analysis of Finding 3) – more value as they have stated 'raw materials'.*
- ◆ *and that the companies that they work with that give them their materials must meet certain requirements. - NO MARK – Repeat of previous point. The requirements are that the raw materials are of high quality.*
- ◆ *Also we can see how Baxters ensures quality input by my findings on www.tripadvisor.co.uk by a review that says "The bread was good quality & very fresh with generous fillings & very fresh side salad garnish." (appendix 3) – 1F⁴ (4th mark for Finding) – Market research to assess quality of product.*
- ◆ *this shows how consumers can tell that product is high quality from the fresh ingredients Baxters puts into their products. – NO MARK – Not relevant as the topic is about how Baxter's ensure quality.*
- ◆ *On the Baxters website I found that the business also has trained staff and specialists for different areas of the business. – 1F⁵ (5th mark for Finding).*
- ◆ *The employees ensure quality because the employees are less likely to make mistakes because they know what they are doing. – 1A¹ (1st mark for Analysis of Finding 5).*

- ◆ *Although it will be more expensive than hiring staff that are not well trained and have less qualifications for the job – 1A² (2nd mark for Analysis of Finding 5).*
- ◆ *it ensures that they will have less chance of quality decreasing because they know what they are doing. – NO MARK – Repeat of first analysis point of Finding 5.*
- ◆ *Also on the Baxters website I have found that they ensure quality standards because of their Ethical Trade Policies. They say “We require all growers/processors/packers/agents and imports companies who supply us to meet the requirements laid down in law” (appendix 2) – 1F⁶ (6th mark for Finding).*
- ◆ *this ensures the quality of the because the business produces their products and proves it meets a high quality and specific standards. - NO MARK – no added value.*
- ◆ *They say that all the inputs and products they use must be to a specific standard and must oblige to the law. – NO MARK – no impact.*
- ◆ *Finally by using my survey which is a primary source; I found that 80% associate Baxter’s with high quality products - Max F (no further marks for Finding as maximum marks have been given).*
- ◆ *so more people or likely to buy the product – 1A¹ (1st mark for Analysis of this ‘no mark’ finding 7).*
- ◆ *and also 80% of people have a positive image of Baxters and the branding it has built for itself (appendix 1). – Max F (no further marks for Finding as maximum marks have been given).*
- ◆ *This ensures quality because when people see the brand it knows it’s going to high quality because they know Baxters has high quality products – NO MARK - Repeat of the point about Baxters having high quality products given in ‘no mark’ finding 7.*
- ◆ *and more likely to purchase from them rather than competitors. – 1A² (2nd mark for Analysis from this ‘no mark’ finding 7).*

Conclusion(s)/Recommendation(s)

Candidate 1

TOPIC: ASSESSING THE IMPACT OF INTERNAL AND EXTERNAL FACTORS ON RYANAIR

The candidate was awarded **3/6 marks**.

- ◆ *The conclusion I have come to is that Ryanair's toilets are too small, the toilets being so small may lead to customers switching airlines which will result in Ryanair losing money.* – **NO MARK** – this is related to toilets which are not an internal factor and therefore not awarded marks in the FAI section.
- ◆ *I recommend that Ryanair get more spacious toilets in order to satisfy customers.* – **NO MARK** – this is related to toilets which are not an internal factor and therefore not awarded marks in the FAI section.
- ◆ *They need to satisfy customers because they do not want to anger or frustrate their customers because this could lead to bad reviews.* – **NO MARK** – this is related to toilets which are not an internal factor and therefore not awarded marks in the Findings Analysis and Interpretation (FAI) section.
- ◆ *They could post a message to customers to tell them about the change to the bathrooms.* – **NO MARK** – this is related to toilets which are not an internal factor and therefore not awarded marks in the FAI section. Thus this recommendation is not valid.
- ◆ *The next conclusion I have come to is that Ryanair is an unethical company* **[conclusion]** *due to the way it treated one of its sick customers regarding a refund.* **[justification]** – **1C¹** (1st mark for justified Conclusion).
- ◆ *I recommend that Ryanair refund the cancer patient fully plus compensation.* **[recommendation]** *This is so Ryanair's reputation is not tarnished* **[justification]** – **1R¹** (1st mark for justified Recommendation).
- ◆ *because if they have a bad reputation less people will want to fly with them and will fly with another airline instead like Easyjet.* – **1D¹** (1st mark for Development of a recommendation).

Conclusion(s)/Recommendation(s)

Candidate 2

TOPIC: HOW WELL THE CUSTOMER SERVICE IS CURRENTLY DELIVERED AT RIVER ISLAND

The candidate was awarded **4/6 marks**.

- ◆ *I can conclude that River Island need to improve their current level of customer service. I can confirm this is due to the results of my questionnaire. [conclusion] – 1L (1st, and only, mark for a List as there is no justification of the conclusion or recommendation. The candidate should be more specific about what results of the survey would justify the conclusion).*
- ◆ *This clearly is not a positive outcome and for River Island to gain a stronger reputation, they should look into this. – NO MARK – vague, need to say in what way River Island should look into this.*
- ◆ *They could improve by having new staff training, [recommendation] – Max L (no further marks for List in this section as maximum marks have been given).*
- ◆ *more staff meetings to find out how the business is doing overall, – NO MARK – too vague, no mention of how this would improve customer service.*
- ◆ *also, they could look into providing a customer feedback survey for previous customers [recommendation] to see where they are going wrong with the business and help themselves to improve the level of customer care in the store in the nearer future. [justification] – 1R¹ (1st mark for justified recommendation).*
- ◆ *By River Island improving their customer service, I think that overall, they would be an excellent store for fashion – NO MARK – no additional value.*
- ◆ *and their sales revenue should increase. – 1D¹ – (1st mark for Development) linked to Recommendation above.*
- ◆ *River Island could also have a mystery shopper to see what different stores are like with customer service; [recommendation] this allows them to ensure that the level of the quality of customer care is correct. [justification] – NO MARK – Repeat point. The justification for using market research is repeated from R¹.*
- ◆ *My survey also indicates that nearly half of the people who have shopped at the store think that the store is overpriced, [justification], maybe river island could look into this and provide more offers, for example BOGOF (buy one get one free), or 2 for the price of 1. [recommendation] – 1R² (2nd mark for justified recommendation).*
- ◆ *They could also increase the child clothing range to attract more customers. [recommendation] – Max L – (no further marks for List in this section as maximum marks have been given).*