

Background 1 - Evidence

TOPIC: HOW BAXTER'S ENSURE HIGH QUALITY PRODUCTS

[The purpose of my report is to see how Baxter's ensure high quality products.]

1P



Background information-

The purpose of my report is to see how Baxter's ensure high quality products. ^(Rep)

Baxters opened their first shops in 1858 ^H [Prior to december 21, 2006 the company was called W.A. Baxters & Sons ltd] ^H [The founder of the company is a man called George Baxter.]

[They sell soups,] ^H [condiments] ^{PS max} [sauces, and more.] [Baxters is a private limited company.] ^H [The company is a tertian] ^{S max} and [secondary business.]

[They are a local scottish company located in kelty] and [their main manufacturing site and corporate headquarters are in Fochabers, Moray, Scotland.]

1H²
1H¹

1PS¹ 1PS²
1S¹ 1S²

1L¹
1L²

9max (4/4)

Background 2 - Evidence

TOPIC: No title was given by the candidate

Netflix

Background Information

Netflix website was launched on August 29, 1997 [with only 30 employees] and 925 works available for rent and brought a more traditional, online pay-per-rental model (US \$4 per rental plus US \$2 in postage; late fees applied). [Netflix introduced the monthly subscription concept in September 1999, and then dropped the single-rental model in early 2000.] Netflix is a public business.

1H¹

1H²

2/4

Research 1 - Evidence

TOPIC: HOW BAXTER'S ENSURE HIGH QUALITY PRODUCTS

Research methods and sources-

Source 1-

[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.] This is a secondary resource as the information had already been posted. This is useful because I can use the information without doing a lot of work. [I also know it's reliable because the website would not lie about their own products.]

1P'
1V'
1V²

Source 2-

[The second source I have used is an online source; I have looked at tripadvisor(see appendix 2) to find reviews of Baxters.] This is secondary research because the information is already published so I can look at the information without doing the findings myself. [This is useful as I can look at the website and get a non bias view on the company] from people who have already been to the website. [however some of the information might be false.]

1P²
1V³
1L'

Source 3-

The last source is a primary source; I'm using is a survey I created to find information specifically needed for my report. [The survey is a primary research because I had to create the survey] and [the information was not already published.] [Such as how people associate with with Baxters brand] I sent my survey out to my fellow classmates to see how they think of Baxters quality [so I could get an unbiased opinion on Baxters quality.] This is useful because I was able to get direct information that I needed for my report.

too vague
1P³

7max (6/6)

Research 2 – Evidence

TOPIC: No title was given by the candidate

Research methods and sources

Primary/Field Research	Secondary/Desk Research
Questionnaire	Wikipedia

[For my research method I have used Netflix wiki to find out what was needed about Netflix, history etc.] [I used a Netflix questionnaire so I could find out who likes/ uses etc for Netflix.]

1P'
1P²

The website was primary information and an example of desk research as I didn't gather the information myself. [The information on the website was accurate] and relevant to my report and was cost effective as it was free to access. [Some information wasn't relevant to my report] but I could pick out what I needed.

1L'
1V'

My final source of information is a questionnaire which is a primary source of information. [I chose this as I could decide what questions to ask which meant it would be relevant and accurate.] I handed it out to customers of Netflix to get views of people of have used the site. [The disadvantage was that everyone might not be honest on the questionnaire.]

1V²

5/6

Findings, Analysis and Interpretation 1 - Evidence

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

Findings, analysis and interpretation-

Survey (source 1)- <https://www.surveymonkey.co.uk/r/K7JK5P2>

Pie chart 1- shows that from my survey I found out that 52% are male and 47% are female, this indicates that it is not necessarily the River Island customer gender range; it is more than likely to be because of the people and genders I asked to complete my survey.

Pie chart 2- shows that from my survey I found out that 73% said they had shopped at river island before whilst only 26% had never shopped at the store before. 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. *too vague*

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. *recommendation* 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.

Pie chart 4- this shows that 33% shop for women's clothes whilst also 33% shop for men, this shows that a mixture of both women and men shop in River Island for themselves. A small 19% shop for children's clothes. this could possibly be because the Livingston store only has a small range of children's clothes. *no source*

Pie chart 5- this shows that 21% thought the staff were helpful, and 47% thought staff were very helpful. Furthermore, this shows the staff that work at River Island are very considerate and show many help. *weak* Only 4% thought they were not helpful at all. *Rep*

[this shows river island has clearly had a few little incidents/issues and overall clearly have an outstanding strong customer service strategy.] Due to 47% finding the staff at River Island very helpful, *Rep* [means they will have a good reputation] *A max* and customers will return.]

Pie chart 6- this shows that 48% said they had experienced a problem whilst shopping in River Island, 52% said they had not. This indicates that almost half of the people I surveyed had a problem whilst shopping in the store. This clearly is not a positive outcome and 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, if this continues they could lose customers.

IF5

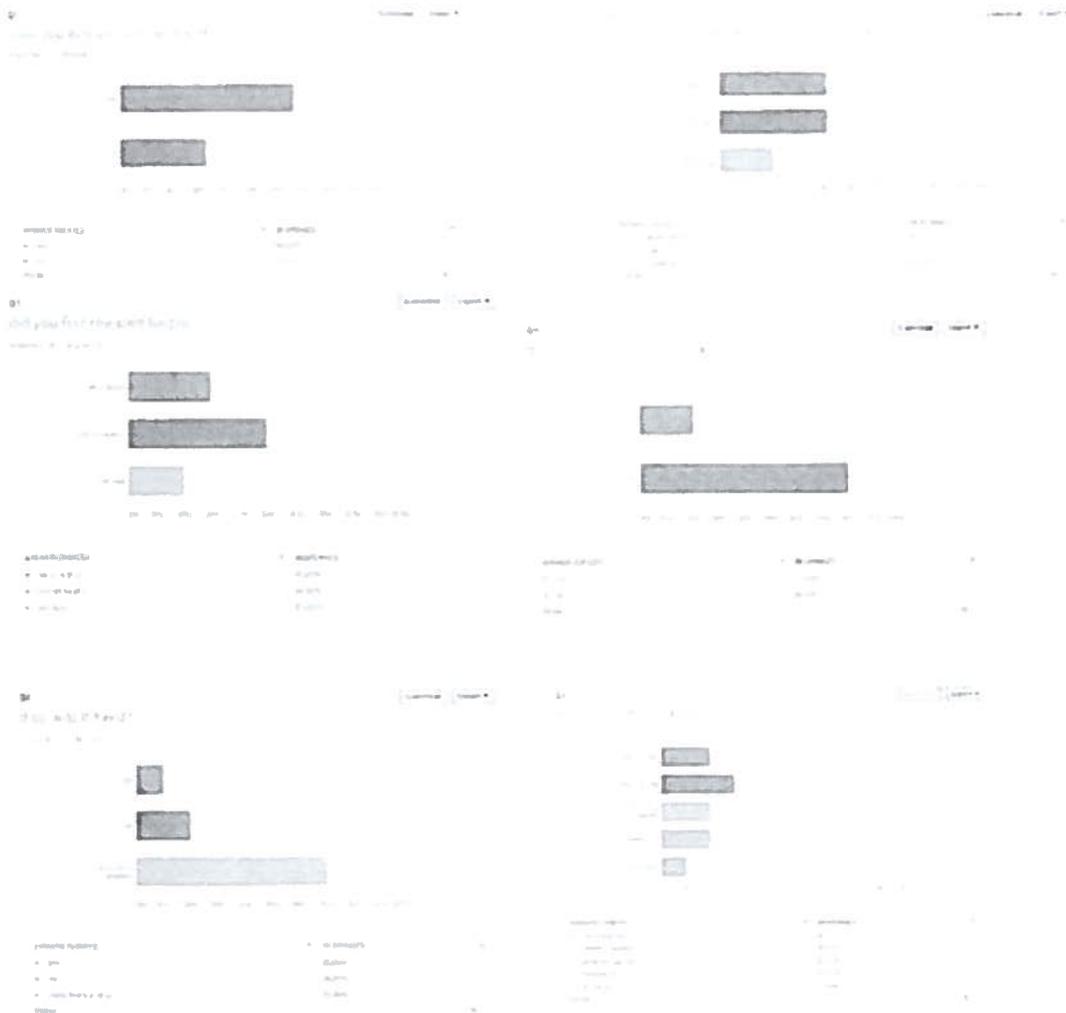
Pie chart 7- this shows that 78% said they would shop at River Island again whilst only a small 21% said they would not. This indicates that River Island is a well-liked store and people want to shop in it more often and shows that they are building up customer loyalty.

IF6

IA'

Appendices-

Source 1- <https://www.surveymonkey.co.uk/r/K7JK5P2>



9/12

Source 2- <https://www.riverisland.com/>

Findings, Analysis and Interpretation 2 - Evidence

TOPIC: HOW BAXTER'S ENSURE HIGH QUALITY PRODUCTS

Findings, Analysis and interpretation-

[By researching baxter's website www.Baxters.com I found that they have a quality control manager, Lisa Campbell, to ensure quality control.] 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."] This means they have someone to check the quality of the product at the end of the production.] This ensures the quality of the company has someone checking the quality of their products of products before selling their product to consumers.]

1F'

1F²

1A'

[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)] this shows how Baxters ensure that the raw materials that they put into their products must fit there quality of their company] and that the companies that they work with that give them their materials must meet certain requirements.]

1F³

1A'

[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)] this shows how consumers can tell that the product is high quality from the fresh ingredients Baxters puts into their products.]

1F⁴

[On the Baxters website I found that the business also has trained staff and specialists for different areas of the business.] The employees ensure quality because the employees are less likely to make mistakes because they know what they are doing.] Although it may be more expensive than hiring staff that are not well trained and have less qualifications for the job] it ensures that they will have less chance of quality decreasing because they know what they are doing.]

1F⁵

1A'

1A²

[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)] this ensures the quality because the business produces their products and proves it meets a high quality and specific standards. They say that all the inputs and products they use must be to a specific standard and must oblige to the law.

1F6

[Finally by using my survey which is a primary source; I found that 80% associate Baxter's with high quality products] so more people are likely to buy the product and also 80% of people have a positive image of Baxters and the branding it has built for itself (appendix 1)] 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 and more likely to purchase from them rather than competitors.]

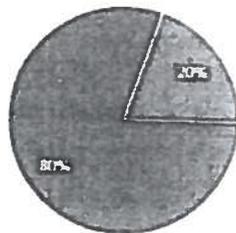
1A'

1A''

Appendix-

1. Survey

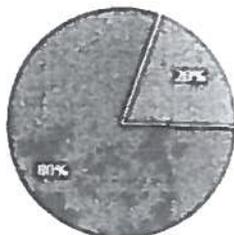
What do you associate Baxter's brand with



- High quality and high prices
- Low quality and low prices

12 / 12

Does Baxter's have a good branding image in your opinion



- Yes
- No

2. [http://www.baxters.com/resource/uploads/pdfs/Ethical_Trade_Policy_\(2017\).pdf](http://www.baxters.com/resource/uploads/pdfs/Ethical_Trade_Policy_(2017).pdf)

3. www.tripadvisor.co.uk

4. <http://www.baxters.com/about-baxters/careers/our-people/>

Conclusion 1 - Evidence

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

Conclusions and Recommendations

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. I recommend that Ryanair get more spacious toilets in order to satisfy customers. They need to satisfy customers because they do not want to anger or frustrate their customers because this could lead to bad reviews. They could post a message to customers to tell them about the change to the bathrooms.

not accepted as an internal factor in the FAI section

[The next conclusion I have come to is that Ryanair is an unethical company due to the way it treated one of its sick customers regarding a refund. I recommend that Ryanair refund the cancer patient fully plus compensation. This is so Ryanair's reputation is not tarnished because if they have a bad reputation less people will want to fly with them and will fly with another airline instead like EasyJet.]

conclusion
justification
recommendation
justification
development

1C'
1R'
1D'

3/6

Conclusion 2 - Evidence

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

Conclusions and recommendations-

[I can conclude that River Island need to improve their current level of customer service. I can confirm this due to the results of my questionnaire] This clearly is not a positive outcome and for River Island to gain a stronger reputation, they should look into this. [They could improve by having new staff training] more staff meetings to find out how the business is doing overall, [also, they could look into providing a customer feedback survey for previous customers 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] By River Island improving their customer service, I think that overall, they would be an excellent store for fashion [and their sales revenue should increase] River Island could also have a mystery shopper to see what different stores are like with customer service; this allows them to ensure that the level of the quality of customer care is correct. [My survey also indicates that nearly half of the people who have shopped at the store think that the store is overpriced, 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] They could also increase the child clothing range to attract more customers.

conclusion

1L'

vague

L max

recommendation

vague

recommendation

justification

1R'

1D'

Rep

justification

recommendation

L max

recommendation

1R²

4/6