

Candidate A evidence

Explore the use of modern technology in UK supermarket Marks and Spencer and the impact on stakeholders and the environment

Introduction

The aim of this report is to explore the use of modern technology in UK supermarkets, and to see the impact on their stakeholders and the environment.

Candidate B evidence

INTRODUCTION

This report will evaluate the impact of current issues including Altruisms, Ethics, Environmental issues, Government influences and Technological advancements on Amazon, their stakeholders and their competitors.

Candidate C evidence

“The Impact of Boohoo’s Ethics on its Stakeholders,
Organisation and Environment.”



Introduction

Aim

The aim of this report is to assess the impact of Boohoo’s ethics on its Stakeholders, the Organisation and the Environment.

Core Activities

I have chosen to do this report on Boohoo as they are one of the largest fashion retailers within the UK. Their core activity is providing high-quality fashion garments, while offering low prices. They operate as a PLC in the tertiary sector of industry as they provide a service to customers and are also in the secondary sector as they turn raw materials into finished goods. The target demographic is males and females between the ages of 16 and 30¹. It was founded in 2006 by Carol Kane and in 2023, made a gross profit of £895.2 million². Their headquarters are in Manchester on 49/51 Dale Street, Manchester, England, M1 2HF³.

Reasons

A justification for this report is I have developed an interest in Business Management at school, which has allowed me to become interested in how business ethics can impact stakeholders. As there is topical information about Boohoo in the public domain, this gives me a sufficient breadth and depth of information which allows me to conduct my report on.

¹ Exploring Detailed Marketing Strategies of Boo<https://thebrandhopper.com/2024/08/17/exploring-detailed-marketing-strategies-of-boohoo/#:~:text=The%20company%E2%80%99s%20primary%20target%20audience%20is%20young%20adults%2C,trends%20and%20celebrity%20styles%20into%20affordable%2C%20mass-market%20products.hoo> (The Brand Hopper, Accessed: 10/11/2024)

² <https://www.boohooplc.com/sites/boohoo-corp/files/all-documents/result-centre/2024/fy24-results-rns.pdf> (Boohoo, Accessed: 10/11/2024)

³ <https://www.boohoo.com/page/terms-and-conditions.html#:~:text=INFORMATION%20ABOUT%20US,number%20is%20185%204874%2061> (Boohoo, Accessed: 10/11/2024)