

Candidate 1 evidence

ENTER NUMBER OF QUESTION		DO NOT WRITE IN THIS MARGIN
1:-	<p>Dominos raised £6.5m for Teenage Cancer Trust, <u>this will benefit the charity</u> as they will now have more finance to aid in their organisation objectives] and [this can also benefit <u>the community</u> as the charity is helping teens that have cancer so more finances for the charity means more finance to help] the local community.</p>	<p>1</p> <p>1</p>
-	<p>Dominos reviewed products to reduce fat etc <u>which benefits customers</u> as dominos products will now be healthier to eat] meaning that customers that may be on diets may be more likely to eat here because they know it is healthier.</p>	<p>1</p>
-	<p>10% of executive bonuses are linked to the delivery of key sustainability targets, this will benefit employees as Dominos becomes a more environmentally friendly company to work for, and this also means that higher ups within the company don't keep all</p>	

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<p>~ The money that is earned for themselves so employees feel as though they're giving back to the company to improve it.</p>	
<p>- Dominos developed a decarbonisation plan to achieve net 0 by 2050 which means that less CO2 emissions are being released into the environment which is beneficial.</p>	1
<p>- 100% of food waste converted to animal feed or redistributed to food poverty charities which means that nothing of food waste is being dumped into bins, it is being recycled meaning less waste going to landfill which benefits the environment.</p>	1
<p>~ 100% of food suppliers are checked for ethical practices, meaning Dominos only uses reputable suppliers, meaning that customers know they are eating food that comes from a good supplier. It also means that these suppliers that do follow the rules and are ethical benefit from Dominos choosing them</p>	

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rather than a more unethical supplier.]	1
2. ["Employees are driven, hardworking" "willing to embrace dynamic change" This can relate to <u>Neo-HR McGregor's Theory Y</u> , where employees are seen as willing to work.]	1
[They have the drive to work without supervision.] they embrace change + challenges	1
- <u>Classical management</u> is seen in "franchises offering a competitive salary and employee discount" as this theory states that employees are highly motivated by financial aspects of their jobs.]	1
- <u>HR school</u> + Mayo's employee recognition is seen in "employee of the month award" where employees are recognised for their hard work.]	
[which was seen in Hawthorne studies where productivity increased when employees were recognised.]	1
- "Long-term career development" suggests a <u>classical school approach</u> where employees are expected to have a life long commitment to the business	

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	1
<p>are already high] so customers may end up going to family run takeaways as it is is cheaper.</p> <p>- As most fast food places are in poorer areas introducing delivery charges [can mean that people in these areas cannot afford to buy fast food anymore] which may mean that they now have to go hungry, as food inflation prices are at 19% as of 2023.</p> <p>- [The delivery charge may also deter customers however, this can be a good thing as this will mean less custom to just eat, meaning less CO2 emissions] and less obesity population].</p>	1
4.	
<p><u>Drivers</u></p> <p>drone market worth £10b by 2030</p> <p>900,000 drones in UK skies</p> <p>carbon emissions reduced by 240 tons</p> <p>Assets for change - already had a trial that worked out</p>	<p><u>Resisters</u></p> <p>operators must maintain a line of sight</p> <p>regulations limit distance</p> <p>drones can be in relation to residential areas</p>

MAX

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4 marks for diagram

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-	<p>Drone market to be worth £10b by 2030; this means investing in drones can be a huge profit making sector for Dominica and can save money in delivery drivers.</p>
	1
	1
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-	<p>Carbon emissions reduced by 2.4m tons, meaning drones are better for the environment which helps meet sustainability targets and satisfies customers + the government.</p>
	1
-	<p>Operators must maintain a line of sight meaning the drones cannot travel extremely large distances, or someone would need to follow the drone to where it's going, which defeats the purpose.</p>
	1
-	<p>Regulations limit drones in residential areas meaning drones cannot deliver straight to customers doors which again defeats the purpose of having a drone to deliver.</p>
	MAX
5.-	<p>The government was set to place a ban on junk food adverts before 9pm which would significantly reduce the</p>
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	<p>number of children that would see these adverts. This may mean that Dominices may see less families going there there due to the lack of children asking their parents for Dominices] however this ban has yet to come into force.</p>	1
	<p>- There is also a junk food tax placed on foods that are unhealthy which will also mean less customers shopping at Dominices because, due to the cost of living crisis people cannot afford to shop there]</p>	1
<p>~</p>	<p>- Corporation tax increased from 19% for 2023 to 25% to for 2024, which means that Dominices will be paying more tax to the government, which can reduce profits and this may also prompt Dominices to set up operations in other countries with lower tax rates.</p>	
	<p>- The Universal credit allowance increased in the past tax year. This This can mean that some people have more disposable income and may choose to spend this on fast food restaurants such as Dominices]</p>	1

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REPEAT	<p>- The weekly child benefit also increased again meaning more disposable income for families, which may prompt these families to have a treat at a fast food restaurant such as Dominicos.</p>	
	<p>However, income tax also increased for the higher + top tax bands. This could mean that workers have less disposable income to spend on luxuries. This may also prompt employees that work for Dominicos to look for work in another country with lower tax rates.</p>	
6-	<p>Sales revenue decreased from 2021-22 so this may suggest that Dominicos isn't making as many sales as it did the previous year, or Dominicos expenses may have increased.</p>	
-	<p>App orders increased from 2021-22 which may suggest more people prefer to order from the convenience of Dominicos own app, rather than going through 3rd party apps, or going directly to the store itself. or This may also mean the start of</p>	

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	more customers using the online app, so Dominicos may need to ensure the app is constantly updated and working as normal.	1
	- Dominicos opened 4 more stores from 21-22 meaning that the business will be able to reach more customers in more areas of the UK.	1
	- Dominicos % of orders delivered on time dropped between 21-22, which may result in more unhappy customers due to longer wait times. This may mean Dominicos needs to hire more delivery drivers.	1 1
	- Dividends increased from 21-22, meaning that shareholders will be satisfied, the which may prompt more potential shareholder to buy shares as seen in financial statements that shares increase.	
	- Dominicos net debt increased from 21-22 which may hold back progress of Dominicos potentially opening new stores as they are so much cash.	1

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