

The research question is very topical and interesting. There is a clear introduction; the student sets the context well.

The research demonstrates a very good knowledge and understanding of the topic. It is an excellent example of extensive theoretical academic research with relevant application to the research question. There is some evidence of critical thinking.

Overall, the research is primarily based on relevant, extensive secondary sources. The reliability of the sources are somewhat examined. The primary research adds value.

Largely, the student applied some relevant business and management models. There are, however, some limitations to the research. Perhaps the research question should have been “Should the Body Shop reconsider their social responsibility stance ...” rather than “how important is ...”. Nevertheless, it is clear what the student wants to assess.

Perhaps more conflicting theoretical views on the usefulness of CSR could have presented. As for the models used, Porter 5 forces model was descriptive and the SWOT analysis lacks depth.

Still, perfection is not expected for an essay to be classified as an excellent one. Given the word limit, it is an outstanding IB essay that demonstrates clear evidence of industry, intellectual intuition and insight.