**ANALYTICAL DECISION-MAKING**

**Learning Outcome 3: ACTIVITY 3**

**Case Study: Nestlé in Society – HOMEWORK AS A GROUP**

*Work in allocated groups of 3-5:*

**Scenario: Step One: The Project Brief**

You are part of a team that has been asked to report on Nestlé’s performance in the area of CSR. You have been asked to prepare a plan, source the data and analyse it with interpretation of the key findings. You will also present a summary supported by analysis for scrutiny by your manager, who requires all monetary values to be in US Dollars ($).

The main source of information will be through Nestlé’s website, in particular the report titled “Nestlé in Society”, (available at http://www.nestle.com/asset-library/documents/

library/documents/corporate\_social\_responsibility/nestle-in-society-summary-report-2016-en.pdf) but you may wish to consider third party published research to expand your research.

TASKS

1. Read through the material on Nestlé’s website, become familiar with it, highlighting areas in the text which may be of interest or require extra research. You should consider all the aspects of the information provided.
2. Check any points about the project brief which may not be clear to you at this stage. Read through the article carefully.

*Hint: You may wish to allocate different areas for research within the group for this activity and share your findings*

**Scenario: Step Two: Project Planning for Nestlé Corporate and Social Responsibility (CSR)**

TASKS

1. Draft an outline project plan with timelines for the Nestlé project. (You will need to review once you have refined some of the steps for completion of the project).
2. Make sure you identify each activity or sub-activity, allowing an appropriate timeframe within the time allocated for the whole project.
3. You can overlap activities, but be realistic about how long it is going to take you.
4. Check you have not omitted anything. Your ‘client’ will need to see this outline and will expect you to keep to the tasks and timelines you have provided.