**Unit 37 – P1**

What ethical issues do McDonald’s face on a day to day basis?

Obesity

Hygiene

Competition

Environment

Suppliers

Sustainability

Explain why these are issues that McDonald’s face and the stakeholders that will be affected by these issues.

How do McDonald’s portray to their stakeholders that they are an ethical business?

Talk about their CSR report and the issues highlighted in it.

Explain why a CSR report benefits McDonald’s.

Explain what else McDonald’s does to enhance its image of an ethical business.