

(b) Assess Lidl's decision to become the first UK supermarket to pay 'at least the full living wage' (Extract E, line 4).

(10)

Lidl made this decision to promote itself as a business, it has gained a higher reputation ~~for~~ by paying the full living wage, this encourages customers as it gain Lidl gains attention through news articles. It also ~~shows~~ attracts customers as they feel like they're doing something good by visiting a supermarket that pays fair prices.

Lidl may have also done this to gain staff, ~~as~~ as it may have been facing a problem of having not enough staff members. Lidl will be able to also gain staff ~~be~~ from this before other supermarket chains do, like a form of competition. They want workers to be motivated, happy and provide an efficient service. This could also attract potential stakeholders such as employees due to the high wages ~~and~~ and how pleased people are with their jobs.

