

The student chooses an interesting, perhaps slightly overambitious, research question. The focus on merger only rather than other growth options makes for effective treatment and focus. The significance of and the justification for the research question is clear and substantiated.

It is evident that the student was highly interested and consulted many relevant secondary sources. The detailed secondary academic research goes beyond the textbook. However, some conflicting sources could have been used to enhance the level of critical thinking.

There is a very good knowledge and understanding of the topic and the models used. There is excellent use of business and management terminology and an interesting and relevant application of the relevant Lewin Force Field Analysis model.

The structure and presentation is excellent. The abstract incorporates all the relevant elements and the referencing is excellent.

There are some further shortcomings to the essay, however. Some of the suggested benefits were rather theoretical. The research ignored the issue of one company being a PLC while the other is a Ltd; the role of the shareholders was ignored. More critical thinking needs to be applied in places.

Nevertheless, given the word limit, not every possible issue can be incorporated into the research. The essay demonstrates the fact that an essay can be judged as excellent without being perfect.