

The research question is interesting, relevant, forward looking and also manageable within the word limit.

The use of sources is impressive. The student takes a deep personal interest and reads extensively, going well beyond the subject textbooks. All the sources are relevant. The referencing system is excellent. The research is based on **secondary sources**, the new focus in this IB subject. Moreover, sources with conflicting views are incorporated.

The student develops persuasive arguments and uses relevant subject tools and models. The use of the subject terminology is very good throughout.

The student clearly provides evidence of analytical and evaluative skills that result in largely substantiated conclusions.

There are some shortcomings. The reliability of sources is not questioned and there are some unsubstantiated assertions about potential costs or benefits to the organization. At times there are inconsistencies in the use of words or phrases. Perhaps more weight should be given to different arguments and the PEST analysis should be integrated into the SWOT analysis.

Nevertheless, when each criterion is applied, it is evident that this essay can be judged as an excellent one.