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| **EXAMPLE: Clear research questions, aim and objectives****Research question, aim and objectives** This study addresses the question: How far do social sustainability initiatives offer protection to people in the rural coffee supply chain? The related aim of the research is to investigate the extent to which social sustainability initiatives are protecting people in the rural coffee supply chain from the perspectives of a range of coffee industry professionals. In seeking to achieve this aim, the following objectives are established:   1. To critically review the existing literature on CSR, voluntary social sustainability initiatives, social concerns within the rural coffee supply chain and the consequences of not addressing these concerns; 2. To investigate and critically analyse the views of coffee industry professionals on CSR within coffee in a general context, as well as in relationto social sustainability initiatives, with specific reference to the rural coffee supply chain; 3. To investigate what industry professionals’ opinions are on the best way to move forward in terms of social sustainability initiatives in comparison with research to date on best practice; 4. **Based on key findings identify key conclusions and from these, provide recommendations on how best to move forward with regards to social sustainability within the rural coffee supply chain** | Clearly expressed **question** and aim that includes key variables that will be explored.  The writer then explains how the aim will be achieved through stating 4 key objectives that clearly identify each stage of the research process: review of the literature; methodology; analysis of data **and conclusion and recommendations** |