

Stakeholders

People or organisations that are affected by a business

Internal stakeholders

- Employees
- Shareholders
- Managers & Directors

Employees seek -

- Improved pay and working conditions
- Job security
- Training opportunities
- Career progression

Shareholders seek-

- Success for the business (long-term or short-term depending on shareholder).
- a healthy return on their investment. This can be via:
 - increasing dividend payments (income)
 - rising share price (growth)

Managers and directors seek -

- to maximise their own benefits (salary, bonus etc).
- to maximise profits (mainly in the short-term as this will usually affect their benefits!).
- to retain profits for future use by the business.

External Stakeholders

- Suppliers
- Customers
- Special Interest Groups
- Competitors
- Government

Suppliers

(of raw materials, components and services)

Seek -

- good working relationships.
- security via long-term or regular contracts.
- prices that enable them to make good profits.
- to be paid on time.

Customers seek -

- quality products
- wide choice
- competitive prices
- pleasant and efficient purchasing experience.

Special Interest Groups

Organisations that advocate certain issues.

- Trade Unions
- Pressure Groups
- Industry Trade Groups
- Local Community

Trade Unions seek -

- Maintain and improve the working conditions of their members.
 - wages
 - holidays
 - working environment including breaks.
 - training etc.

Pressure Groups seek -

- to bring change to an organisation.
- lobby governments to legislate.
- organise boycotts (where customers refuse to buy from the business until it changes).
- use public relations to manage the media.
- direct action (eg organising protests or taking legal action).

Industry Trade Groups

- promote industries through education and advertising. eg anti-piracy of dvd's.

Local Community seek

- job creation in the local area.
- maintenance and improvement of local environment. (ie managing congestion, pollution etc)
- increased choice of products at competitive prices.
- sponsorship of local events.

What makes a SIG successful?

- If it is well-funded.
- If it has public support.
- If there is a large number of members.
- If its members are committed.

What makes a SIG successful?

- If it is well-publicised.
- If the business has little power over its market.
- If the cost of meeting its demands can be met by the business.
- If the business views non-compliance as being detrimental to its success.
- If the demands match the businesses aims and objectives.

Competitors seek -

- to avoid anti-competitive practices.
- stimulus for product innovation.
- improvement via benchmarking.