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| **Stakeholder Group** | **Main Features** | **Most likely objectives for the stakeholder group** |
| Owners (Internal) | * They put capital in to set up and expand the business * They will take a share of the profits if the business succeeds * If the business does not attract enough customers, then they may lose the money they invested * They are risk takers | * Share of the profits so that they gain a rate of return on the money put into the business. * Growth of the business so that the value of their investment increases |
| Workers (Internal) | * Employed by the business, employees. * They have to follow instructions of the managers and may need training to work effectively. * They may be on full or part time contracts and a temporary or permanent basis. * If there is not enough work for all workers, some may be made redundant (retrenchment) and asked to leave. | * Regular payment for their work * Contract of employment * Job Security – workers do not want to look for new jobs frequently * Job that gives satisfaction and provides motivation. |
| Managers (Internal) | * They are also employees and control the work of other workers * They take important decisions * Their successful decisions could lead to business expansion. * If they make poor decisions, the business could fail. | * High salaries because of the important work they do. * Job Security – depending on success * Growth of the business so that managers can control a bigger and better known business, giving them more status and power. |
| Customers (external) | * Important to every business, they buy the goods or services the business produces or provides * Without enough customers the business makes losses and eventually fails * The most successful businesses try to find out what consumers want before making goods or providing services – this is called market research. | * Safe and reliable products * Value for money * Well-designed products of good quality * Reliability of service and maintenance. |
| Government (external) | * They are responsible for the country’s economy * They pass laws to protect consumers and workers | * Want the business to succeed in their country. Successful businesses will employ workers, pay taxes and increase the country’s output. * Expect all firms to stay within the law – laws affect business activity |
| Whole Community (external) | * Heavily affected by business activity. E.g. Dangerous products might harm the population, factories can produce pollution that damages rivers, the sea and air quality. * Businesses also create jobs and allow workers to raise their living standards. Many products are beneficial to the community like medicines or public transport. | * Jobs for the working population * Production that does not damage the environment * Safe products that are socially responsible. |
| Banks (external) | * They provide finance for the business’s operations. | * Expect the business to be able to pay interest and repay capital lent – business must remain liquid. |