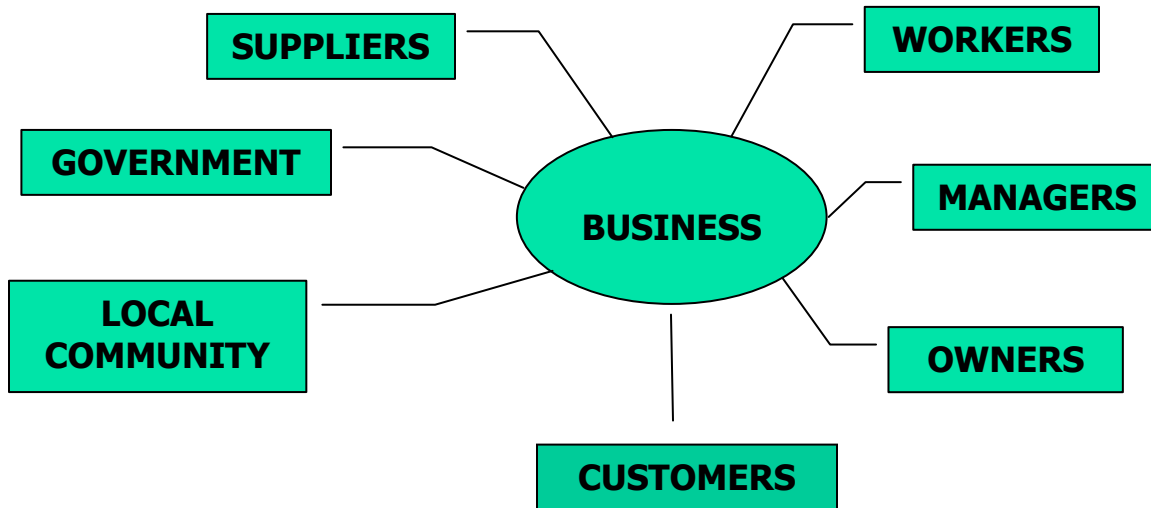


Stakeholders

Stakeholders are any groups of people who have an interest in a business. They include:



Examine the information in the table. Work in groups of 3. Learner A names a stakeholder, learner B adds what their interest is and learner C what their business objective is:

Stakeholder	Reason for interest in the business	Their objective for the business
<i>Workers</i>	Without the business they wouldn't have a job or get paid	For the business to survive and make enough money to pay their wages
<i>Managers</i>	As above, plus managers are more involved within the business so the performance of the business reflects their abilities	To make a profit – this may cause conflict with workers as managers may have to reduce staff costs in order to ensure a profit is made
<i>Owners</i>	They have invested money into the business	Make a profit
<i>Customers</i>	The business fulfils the needs they have as consumers	To grow in size (which will hopefully mean lower prices and more choice)
<i>Suppliers</i>	They receive custom from the business, without which they would not make as much money	To survive so that it continues to place orders, and grow so that the orders get bigger
<i>Government</i>	Because the business will help keep people in employment, plus pay the government money in the form of taxes	To survive so that peoples jobs are safe and to make a profit so that taxes are paid
<i>Local Community</i>	Many local people may be employed by the business, plus it may benefit the local economy	To provide them with a service, to survive (and safeguard jobs) and to operate ethically