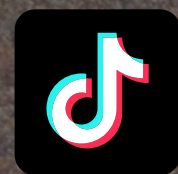
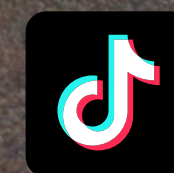


Stakeholders



Stakeholder

A stakeholder is an individual, group or organisation with an interest in the business. They can either affect or be affected by the business. There are many different types of stakeholders, including internal, such as employees and external such as customers.





Owner





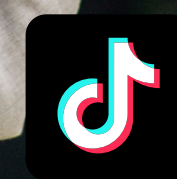
Owner

These are the individuals who own the business. They provide finance and normally deal with the everyday running of the business. Their main objective is profitability and receiving a high dividend, but this may conflict with customers, who want good value for money.



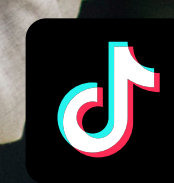


Employee



Employee

These are individuals who work for the company. Their main objective is fair pay and having good working conditions. This may conflict with the owners objective, as they may want to focus on profitability. They can influence a business by striking or negotiating things like pay and working conditions.



Customers

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Customers

These are individuals who purchase the product or service from the business. Their main objective is good value for money. This may conflict with the owners objective, as they may want to focus on profitability. They can influence a business by boycotting it.




Local Community



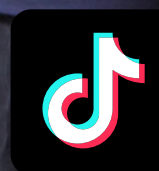
Local Community

These are individuals who live near the business and may be affected by it. Their objective will be to minimise environmental impact. They can influence a business through protesting.





Suppliers



Suppliers

These are businesses that supply goods or services. Their objective will be to receive a fair price for the supplies and to be paid on time. They can impact the business by not supplying to them. or increasing prices.

