



# Business Stakeholders and their Roles & Interest

Stakeholders	Role	Interest
<b>Internal</b>		
Owners/ Shareholders	<ul style="list-style-type: none"> <li>- Invest money</li> <li>- Receive returns               <ul style="list-style-type: none"> <li>• profits (sole trader/partnership)</li> <li>• Dividend (limited companies)</li> </ul> </li> <li>- Appoint board of Directors</li> </ul>	<ul style="list-style-type: none"> <li>- Profits &amp; Dividends</li> <li>- Business growth to increase investment value</li> </ul>
Managers	Make decisions that can make business successful or fail	<ul style="list-style-type: none"> <li>- Increasing profit to show good performance</li> <li>- Promotion, increasing responsibility and importance</li> <li>- Good benefits, bonuses and salary</li> </ul>
Employees	Produces product and provide services that may increase customer loyalty and business reputation	<ul style="list-style-type: none"> <li>- Good benefits, salary increment,</li> <li>- Good working condition,</li> <li>- Recognition and rewards like bonuses</li> <li>- Job security and satisfaction</li> </ul>
<b>External</b>		
Creditors	<ul style="list-style-type: none"> <li>- Lends money to run business</li> <li>- Supply goods on credit</li> </ul>	<ul style="list-style-type: none"> <li>- To be repaid</li> <li>- Increase business/order</li> </ul>
Customers	<ul style="list-style-type: none"> <li>- Buys/Uses products and services</li> <li>- Determines success or failure of business by choosing to purchase product or not</li> <li>- Determines what the company produces through market research</li> </ul>	<ul style="list-style-type: none"> <li>- Wants good quality product and services</li> <li>- Prefers good customer service</li> <li>- Attracted to low prices</li> </ul>
Government	<ul style="list-style-type: none"> <li>- Enforcing regulations</li> <li>- Imposing taxes and providing subsidies</li> <li>- Developing policies supporting business growth</li> </ul>	<ul style="list-style-type: none"> <li>- Safety of product and working conditions</li> <li>- Welfare of employees</li> <li>- Price of product</li> </ul>
Community/Society	<ul style="list-style-type: none"> <li>- Ensuring that governments enforce suitable business regulations</li> <li>- Providing feedback to businesses</li> </ul>	<ul style="list-style-type: none"> <li>- Long term benefits of product and services</li> <li>- No pollution or negative externalities</li> </ul>