

STAKEHOLDERS



ASSASSINATION
ASSESSMENT
GENERATION
RESPECT
MODERN
RESEARCH
INDUSTRY
LEADER
TEAM
ACTIVITY
TEACH
EXAMPLE
GENERATION
INFORMATION
ECONOMICS
PLANNING
FACTS
ALTERNATIVE
EXCELLENT
RESOURCES
DIFFERENT
EMPLOYMENT
COMPANY
JOB
BASIC
DECISION
PERSONAL
START
OK
EMPLOYMENT
TRUST
AVAILABLE
PARTNERSHIP
BENCHMARK
BEST
GROWTH
PLAN
VISION
OK
TRANSFORMATION
CHARACTER
FOCUS
SUPPORT
DATA
LIFE
CONSUMER
OK
PROFIT
SALE
SUPPORT
LEADER
FEMALE
INTERNET
MANAGER
JOB
APPLICATION
TALENT
INNOVATION
PRODUCTION
INDIVIDUAL
LEARN
OFFICE
MARKETING
MISSION
WEBSITE
NEW
RELATION
INNOVATION
OWN
PROCESS
PROSPECT
LABOR
STYLE
CAREER
CY
TRADER
DELIVERY
EMPOWER
DECISION
CUSTOMERS
TECHNOLOGY
SUCCESS
TRENDS
MEDIA
PERSONAL
CUSTOMERS
TECHNOLOGY
SUCCESS
TRENDS
MEDIA

DEFINITION OF STAKEHOLDERS

- An individual or group with an interest in an organization.
- Any individual or group who can affect or are affected by the achievement of a firm's objective.

The Importance of Stakeholders

- **Long-Term Relationships**
- When a company has a long-term relationship with its stakeholders, it runs more efficiently and can have a better chance of producing profits.
- **Feedback and Product Development**
- Stakeholders can provide feedback during the entire product development process, which can positively influence the product's and/or the company's success. In turn, a company can earn continued and new stakeholder loyalty.

Continue...

- **A Sense of Community**
- A sense of community among stakeholders can positively shape the organizational development within a company and increase consumer sales.
- **Considerations**
- Acting upon stakeholder criticism can actually give a company a competitive edge, and help the company determine the stakeholders who hold the most value for it.

STAKEHOLDERS IN BUSINESS

- Stakeholders in a business are any entity that is affected by the operations of that business in some way. The most obvious stakeholders are employees, owners, and customers. Other stakeholders are indirect stakeholders such as competitors, the neighborhood the business is in, the government, and the environment.

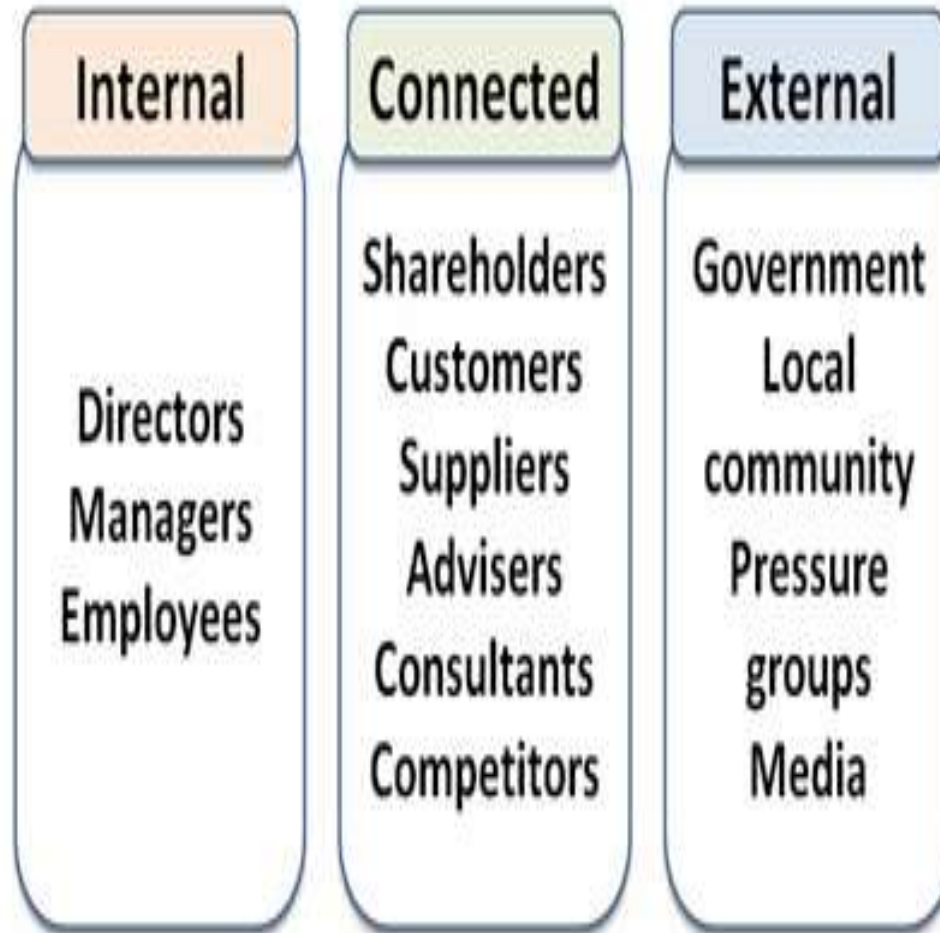
Role of Stakeholders in Business

- **Voting and Decision-making**
- Stakeholders may be responsible for voting on significant changes in the business. Voting can take place annually based on the corporate structure of the business or during any meeting.
- **Management**
- Stakeholders can hold significant management positions where they may report directly to the president, CEO or chief financial officer.

Continue...

- **Investing**
- Stakeholders are responsible for reviewing the financial data of the company to ensure that the business is performing well and that they are not losing their investment.
- **Social and Environmental Responsibilities**
- Stakeholders must continuously ensure that decisions they are making for the business are doing little to harm society and the environment. They may choose to use an alternate resource if they realize that current resources are becoming scarce.

Stakeholders can be classified as:



A. INTERNAL STAKEHOLDERS

(Directly Involve With Business)

1. DIRECTORS

Director refers to a rank in management. A director is a person who leads, or supervises a certain area of a company, a program, or a project.

Directors look for:

- Salary
- Share Option
- Job Satisfaction
- Status
- Bonuses & Perks

INTERNAL STAKEHOLDERS

2. MANAGERS

A **Manager** is a person who drives the work of others in order to run a business efficiently and make a large profit.

Managers look for:

- Bonuses
- Profit Maximization
- Pleasing Shareholders
- Growing the business

INTERNAL STAKEHOLDERS

3. EMPLOYEES

An **Employee** contributes labor and expertise to an endeavor of an employer and is usually hired to perform specific duties which are packaged into a job.

Employee look for:

- High pay
- Job security
- Good working conditions
- Fair treatment
- Fringe benefits
- Health and safety
- Promotion prospects
- Training opportunities

B. CONNECTED STAKEHOLDERS

(Related to business core marketing and economic functions)

1. SHAREHOLDERS

A **shareholder** or **stockholder** is an individual or institution (including a corporation) that legally owns a share of stock in a public or private corporation.

Shareholders look for:

- High profit
- High dividend
- Long term growth
- Prospect of capital gain
- A say in the business
- A positive corporate image
- Preferential treatment as customers

CONNECTED STAKEHOLDERS

2. CUSTOMER

A **customer** (also known as a **client**, **buyer**, or **purchaser**) is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration

Customer look for:

- Low prices
- Value for money
- High quality products
- Good services
- Innovation
- Certain and regular supply
- Clear and accurate information

CONNECTED STAKEHOLDER

3. SUPPLIERS

A party that supplies goods or services. A supplier may be distinguished from a contractor or subcontractor, who commonly adds specialized input to deliverables. Also called vendor.

Supplier look for:

- A long term relationship with the firm
- Large size and value of contracts
- Frequent and regular orders
- Prompt payment
- Fair prices
- Growth of the firm leading to more orders

CONNECTED STAKEHOLDERS

4. ADVISERS

An **Advisers** is normally a person with more and deeper knowledge in a specific area i.e. a specialist.

Advisers look for:

- Profit maximization
- Returns on money invested
- Repayment of loans

CONNECTED STAKEHOLDERS

5. CONSULTANTS

A **Consultant** is usually an expert or a professional in a specific field and has a wide knowledge of the subject matter.

Consultants look for:

- Wide knowledge of the subject matter
- Medical sphere (for a grade doctors)
- Improvements in organization strategy
- People management
- Improvement of operational processes

CONNECTED STAKEHOLDERS

6. COMPETITOR

Any person or entity which is a rival against another. In business, a company in the same industry or a similar industry which offers a similar product or service.

Competitor look for:

- To compete by all lawful means
- To differentiate its product from those of other businesses
- Keeping up with innovation
- Avoiding anti-competitive practices

C. EXTERNAL STAKEHOLDERS (Not Directly Involve With Business But Have An Interest)

1. GOVERNMENT

A **Government** is the system by which a state or community is governed.

Government normally consists of legislators, administrators, and arbitrators.

Government look for:

- Compliance with laws and regulation
- Efficient use of resources
- Employment
- Contribution to National Economy
- Payment of taxes
- To control the business operation
- To assist business

EXTERNAL STAKEHOLDER

2. LOCAL COMMUNITY

A **Local Community** is a group of interacting people sharing an environment. In human communities, intent, belief, resources, preferences, needs, risks, and a number of other conditions may be present and common, affecting the identity of the participants and their degree of cohesiveness.

Local Community look for:

- Employment prospects
- Sage guarding the environment
- Acceptance of social responsibility
- Road building
- Pollution control
- Safety
- House values

EXTERNAL STAKEHOLDERS

3. PRESSURE GROUPS

Pressure Groups are organizations that want to influence the government to act in certain way. For example:

- PETA (People for the Ethical Treatment of Animals)
- GREENPEACE

Pressure Groups look for:

- Interest of members
- Trade union
- Peace
- Save animals
- Clean environment

EXTERNAL STAKEHOLDERS

4. MEDIA

Communication channels through which news, entertainment, education, data, or promotional messages are disseminated.

Media look for:

- Keep the public informed on all issues
- Monitor the company
- Support freedom of expression
- Independence and accessibility of the mass media
- To combat harmful elements in the mass media.

THANK YOU

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