

Profitability and a strong community reputation of the bank

Business



Low-level employees of the bank are also stakeholders of the firm. With closures, they are out of jobs. This impacts lifestyle and the local economy (to a moderate degree). Neighbourhood citizens additionally are stakeholders for Inland National. With positive business operations in the community, it promotes taxation and resource allocation benefits to the city government that can be used for urban development projects. If the bank in the region is to be closed, it can cut off these revenues and cause even further collapse of the neighbourhood infrastructure. The case is about the long-term impact of business decision-making on internal and external stakeholders. As the business attempts to secure its own interests, it has a trickle-down effect on the neighbourhood and employees, thus anyone who conducts business with the bank works at the bank or relies on economic benefits of bank operations have real concerns. The 20, 000 employees that would be working at the huge industrial complex owned by Cisco are primary stakeholders. Cisco's successes and ability to create local business environments would be advantageous for locally-recruited employees and ensure they have a quality lifestyle provided by continued company profitability and competitive advantages. As primary stakeholders, it would be highly beneficial for the company to stay financially lucrative to avoid being outperformed by rival companies. Local citizens in the region are also stakeholders. They were concerned that this new development, without provision for employee housing, would drive up costs of accommodations in the city and cause problems with roadway congestion by dramatically increasing the local population with recruited employee populations. Their main interest was ensuring that local services were not over-burdened post-

construction of the complex. Environmental advocates, also, represent stakeholders in this case study. They were worried that construction on the original grasslands and creeks would disrupt the stability of the ecosystem. This would allegedly occur by altering the quality of the air in the region and harm the valuable animal and plant habitats. This case study is about how Cisco must contradict environmental policy in order to ensure the longevity and profitability of the firm. When a company needs to expand, there are limited regions where the company can still remain competitive and satisfy its primary, internal employee stakeholders. Many stakeholders have their own unique and self-satisfying objectives and will often complicate business strategy development and implementation when they feel their needs are being ignored or negated by corporate leadership. Low-level employees of the bank are also stakeholders of the firm. With closures, they are out of jobs. This impacts lifestyle and the local economy (to a moderate degree). Neighbourhood citizens additionally are stakeholders for Inland National. With positive business operations in the community, it promotes taxation and resource allocation benefits to the city government that can be used for urban development projects. If the bank in the region is to be closed, it can cut off these revenues and cause even further collapse of the neighbourhood infrastructure. The case is about the long-term impact of business decision-making on internal and external stakeholders. As the business attempts to secure its own interests, it has a trickle-down effect on the neighbourhood and employees, thus anyone who conducts business with the bank works at the bank or relies on economic benefits of bank operations have real concerns. The 20, 000 employees that would be working at the huge

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