

# [Stakeholder exercise](https://assignbuster.com/stakeholder-exercise/)

[Business](https://assignbuster.com/essay-subjects/business/)

BA 385 Case Exercise \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Part I. Read through the case. In the table below, identify twenty relevant stakeholders and their stakes. Be specific about what each stakeholder has to gain or lose by the possible actions suggested in the case.
Stakeholders
Stakes
Stakeholders
Stakes
1.
Employees
More benefits
Salary increase
11.
Consumers
Better higher quality products
Substantial prices for the products
2.
Management
Increased shareholders
More benefits
Acknowledgement
12.
Investors
Increase in profits
More value for their money
3.
Shareholders
Increased dividends of their stock
13.
Communities
Increase in corporate social responsibility projects
4.
Researchers
More funds for research
More research work
14.
Environment management
Availability of funds to engage in more environmental management issues
5.
Partners
More ownership of the company
More benefits due to affiliation with the company
15.
Journalists
More news coverage items about the success of the company
6.
Government
Tax returns increase
More recognition
16.
Academicians
More examples to give of how to run and be in successful companies
7.
Web developers
Increased benefits
More funds for web development
17.
Constructors
More work due to expansion as a result of increased work and increased clients.
8.
Software developers
Increased benefits
More funds for web development
18.
Industries
Increased market for their raw products
9.
System developers
Increased benefits
More funds for web development
19.
Job seekers
Increased employment opportunities with expansion of the company
10.
Competitors
Increased competition for clients and employees.
20.
Analytics
More information in which to discuss about the company and its management strategies
Part II. Using information from the case, propose recommendations for possible business activities that promote LONG-TERM enrichment for each of the following stakeholders:
1. customers
2. shareholders (or owners)
3. the natural environment (any aspect)
4. the community (local, regional, national or global)
5. employees
Begin by describing your recommendation and then describe the long-term impact that the proposed business activity will have on each of the stakeholders. You may use the same recommendation for multiple stakeholders (this rarely works well actually) or provide up to five different recommendations. Just be sure to explain following each recommendation how it enriches each stakeholder group in the long-term. To be certain you address each of the five stakeholders, you may want to check them off above as you complete the recommendations below. Also, you’ll need more room to respond in each of these categories so expand the space as needed. No recommendation should exceed half a page single-spaced and some can be much shorter!
Please use this format in your answer:
Customers
1. They should have more say into the company’s affairs since they are also directly involved in any success of the company.
2. Those affected by this recommendation include the management, shareholders, competitors and the partners.
3. If the customers are involved in decision making of the company, there will be an increase in customer base; relation built on trust will be developed between the customers and the other stakeholders, hence increasing the overall performance of the company.
Shareholders
1. The shareholder can agree on their stocks being split and then sold so that more people can benefit from the success of this organization and help it grow even more.
2. Management, investors, partners and employees will benefit from this recommendation.
3. With increase in shareholders of the company, accountability will be upheld more since those scrutinizing the company will have increased.
Natural Environment
1. If the company wants to increase their profits even more, they should come up with more advanced and effective ways to be involved in the green movement.
2. Those involved include management, shareholders and partners among other stakeholders.
3. With more involvement in the green movement, not only will the environment be eco-friendly and benefit the company, but also the image of the company will improve further hence more customers.
Community
1. Increase the corporate social responsibilities programs and involve the community directly in these activities.
2. Employees and management are involved more in this issue.
3. If the community is involved more in the CSR actions of the company, there is better portray of care of the community by the company and not just about profits.
Employees
1. Each employee of the company should be allocated certain shares in the company after several years of employment.
2. Those affected by this recommendation include the management, shareholders, partners and the employees themselves.
3. This is a way of rewarding the employees and will prevent increase in employee turn-over rate to their competitors.

Work Cited
Lohr, Steve. “ I. B. M Delivers Solid Quarterly Profits.” The New York Times, July 18, 2012. Retrieved from: http://www. nytimes. com/2012/07/19/technology/ibm-delivers-solid-quarterly-profits. html? \_r= 1&ref= business