

Stakeholder exercise

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.

<https://assignbuster.com/stakeholder-exercise/>

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

<https://assignbuster.com/stakeholder-exercise/>

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.

<https://assignbuster.com/stakeholder-exercise/>

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.

<https://assignbuster.com/stakeholder-exercise/>

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 portrayal 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