

ENTREPRENEURS



1. These are the people who **see a gap** in the market and **take the initiative** to turn an idea into a business.
2. They take the **financial & personal risk** that the business might fail
3. Their needs are profits and they offer employment

Example

Shane Curran evervalut

INVESTORS



1. Investors are the people who **provide a business with the finance** it needs.
2. This capital can come from **Loan or grants**
3. Their needs are Return and the offer capital

Example

Dragons Den

EMPLOYERS AND EMPLOYEES



1. These are people who **work in a business**
2. Their rights include being paid a min. wage
3. Responsibility include being honest and loyal

Example

Worker in Supermacs

MANAGERS



1. are responsible for the **running of the business** and achieving its goals.
2. They plan organise and control (Mgt Activities)
3. they must have leadership, Motivation and Communications Skills (Mgt Skills)

Example

Manager in Pennies

PRODUCERS



1. These are the business that make products to sell to customers.
2. They transform raw materials into finished products
3. Their needs are Loyal Customers and they offer quality products

Example

Keoghs producers - potatoes

SUPPLIERS



1. Suppliers are the business that supply the raw material needed by the producer
2. Their needs are payment on time and they offer quality raw materials

Example

Wright fish - restaurants

SERVICE PROVIDERS



1. These are the business that supply the services that are needed by the business
2. For example Electricity and Insurance
3. Their needs are loyal customers and the offer product and services

Example

Airtricity - electricity

CONSUMERS



1. are people who purchases goods from a business for their own use and/or for resale
2. Their needs are Quality products and their offer loyalty

Example

When you buy something

SOCIETY



1. This is the local community where the business is located.
2. They want business to behave in a socially responsible manner and not to damage the environment
3. Their needs are jobs and the offer responsible brand name

Example

Where you live (Clontarf)

GOVERNMENT



1. They run the country and their policies affect business
2. The government wants business to Provide Jobs, Pay their taxes and Obey the Law
3. They need taxes and the offer grants

Example

Irish Government

COMPETITIVE RELATIONSHIP



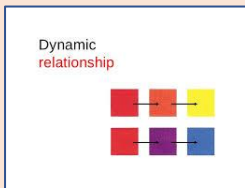
1. This type of relationship is one of **win/lose**.
2. Only one party will win form the relationship.
3. The stakeholder must compete to **gain commercial advantage** over the other used when dealing with rival firms

CO-OPERATIVE RELATIONSHIP



1. This type of relationship is on of **win/win**.
2. Both parties will win form the relationship
3. Stakeholder work together in a **mutual benefit** and not against the stakeholder

DYNAMIC RELATIONSHIP



1. Is a relationship that can **changes over time**.
2. As the **business grows** the roles of the stakeholder can change

INTEREST GROUPS



1. Interest groups are organisations representing people who **share a common goal or interest**.
2. Also known as **pressure groups**
3. Try to **influence** the decision of others by **Lobbying, Negotiations and Boycotts**

Examples

IBEC, SFA, ISME, CCPC

RESOLVING CONFLICT



Non-Legislative

1. Talk
2. Negotiations

Legislative

1. Third party

EXAMPLES OF RELATIONSHIPS



Stakeholder

Employee Investor

Competitive

Low wages Misleading info

Co-operative

BIK good ROI

EXAMPLES OF RELATIONSHIPS



Stakeholder

Customers Suppliers

Competitive

Low quality Low price

Co-operative

Loyalty Fair conditions

EXAMPLE OF RELATIONSHIPS



Stakeholder

Government Society

Competitive

Goodwill Follow laws

Co-operative

ignore needs Taxes