

Introduction

This is my second coursework for my Business Studies, which is about stakeholders. For this I need to investigate on any 1 medium to large business. In this coursework I will include information like:

- A) The importance of the stakeholders
- B) Job roles and the contracts of employments within the business
- C) Employer/Employee rights and responsibilities, including how the business deals with disputes
- D) Employee recruitment
- E) Further development and training
- F) Customer Service and customer protection

And so I have to divide my coursework into 6 parts. For this coursework I have to choose only 1 company and so I have chose "**Richer Sounds**"



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Richer Sounds – Part A

In this part of my coursework I will be identifying all the main stakeholders of Richer Sounds and then explaining their roles within the business

The main stakeholders for Richer Sounds are as follow:

- Their customers
- Their colleagues - at every level
- The owner Julian Richer - who is the sole shareholder
- Their suppliers
- The third-party distribution company
- Their financier - which is the bank
- The community - which is the charity

How does Richer Sounds communicate with their customers?

This is the most essential stakeholder group, because without customers the company would go out of business.

Richer Sounds communicate with their customers in many ways such as every day in stores, through the websites and through telephone. They also like to get as much as feedback as possible from their customers so that they can improve on the suggestions made. For this the company communicates with the customers through all the types of suggestion schemes for example when a customer purchases a product he/she will receive a questionnaire consulting on the company. The company always tries to respond to all the feedback given by the customers so that they can try and meet customer expectations

The customers will give the company their feedback on overall expectations than through specific suggestions for example the companies marketing department identifies the needs of all the customers such as

- Value for money on all products whether it is big or small
- And also excellent service from the company

The company tries to improve on their services all the time to meet the expectations from the customers

Not every customer suggestions become true because some suggestions are not so realistic such as someone says to introduce larger stores because they will cost too much to introduce. When there is good suggestions made by the customers like introduce a queuing system then the company tries to implement it.

How does Richer Sounds work with their colleagues?

For Richer Sounds colleagues are also as much as important as they find their customers important because without customers or colleagues they would not be able to run their business. Richer Sounds give mega ranges of benefits for their colleagues (which are not given by any other retailer to their employees)

Richer Sounds always tries to get their feedback from their colleagues and also opinions on the improvements so that the business improves more and more. For this the company persuades all the colleagues in many ways such as:

- A key method is their suggestion scheme - Richer Sounds was awarded a prize from the UK Association of Suggestion for all the suggestion scheme that Richer Sound have
- Through their annual colleague attitude survey - they take surveys from each and every colleague whether it is part - time worker or full - time worker for the companies' benefits.
- Through the training seminars, branch meals and also store visits

When the colleagues work very hard and effectively they receive bonuses and their wages can be raised. Richer Sounds like to share their profits to all their colleagues so that everyone at every level so that they can be benefited.

Richer Sounds also believes that all their colleagues should be secured in all ways and In case if there is a downturn in the business then the colleagues will be relocated to another department or to another store.

Every colleague is also promoted internally so that the company does not need to recruit new colleagues. Richer Sounds only recruit colleagues if needed and only those who have specialist skills in an area such as in IT, Finance or even in Marketing.

Information on the owner - Julian Richer

Julian Richer is the sole shareholder, which means that there are no other external shareholders. Julian Richer still has all the interest in the business just as much as he had when he started this business. As Julian Richer is the sole shareholder the company can pay better salary to the colleagues so that all colleagues are benefited and also keep the companies product prices lower and competitive rather than most of the profits going to the external shareholders.

How does Richer Sounds work with their suppliers?

This is the key shareholder for the purchasing department because they supply all the goods needed by the stores.

Without good relationship between Richer Sounds and the suppliers the company would not be where it is today therefore they always try to build up their relationship and try avoiding all the misunderstandings.

Richer Sounds have good background record in their payment to all their suppliers' so that there would not be any problems in future. The company is unlisted public company because their accounts would be prepared to meet the highest standards.

The company never makes their suppliers wait for their payment exceeding their time limit because then suppliers would not like to work with the company and if that kept happening then the company would not have a decent supplier which would offer them good products at better price rates for which Richer Sounds can add profits on to it and also keep the product cheaper than its competitors

Information on the third party Distribution Company

The third party distribution company is called Two-Way. This company operates the Richer Sounds warehouse where all the stock is kept. The Two-Way drivers distribute all the goods from the warehouse to all the stores. The main reason for Richer Sounds to have another organisation to operate their warehouse is because it gives a benefit to Richer Sounds and also gives benefit to the Two-Way company. The benefits are:

A) Richer Sounds - the benefit for Richer Sounds is because if company would operate the warehouse themselves it would be very expensive for them to run the warehouse

B) Two-Way - The benefits for Two-Way are that they can depend on Richer Sounds business in the future

Information on their Financier

Richer Sounds financier is the bank. They have a bank overdraft and also have bank loans. Richer Sounds have a good relationship with their bank manager because if they have any problems they can directly consult with him easily. It is also helpful if the bank manager would understand the business problems that may occur and how. The bank would also help the company for any financial help if Richer Sounds has a good record with the bank.

Every month a copy of financial accounts such as:

- Profit and loss accounts
- Balance sheets
- Cashflow forecast

Are sent to the bank manager. Richer Sounds also thinks that bank is also one of their most important stakeholders because financially it is helpful for the business to plan for future investments.

How does Richer Sounds work with the community?

Every year Richer Sounds give their 5% of their profits to a charitable foundation called Persula which is set-up by the company. The company set this charitable foundation up in 1994.

In the current their project support charities concerned with animal welfare, the blind, cancer, deaf people, homelessness, criminal injustice, kidnapping, disabled and many more. Richer Sounds also like their colleagues to participate with the charitable foundation and suggest causes and initiatives.

Examples of some of the company's current projects are:

- They set-up a free touch-screen information points for the homeless
- Funded a production of pocket size booklet called Inreach
- They funded a help-line for people with spinal injuries
- They also funded a storytelling tour

Because Richer Sounds use the name Persula for their charitable foundation the community will not be able to realise that they are stakeholders of the company and this is good in a way because the company does not want people to think their charitable work is just another way of attracting more customers. Because Richer Sounds is making huge profits at this stage they are able to continue with their charitable foundation but if anytime they stop making profits then charitable foundation would not be possible.