

Alex Hall

Unit 2 Section 1

Stakeholders

Dear Employees of Tesco,

I am going to be informing you about the different types of stakeholders there are, and the stakeholders which have an influence on the way Tesco is run.

I am going to be finding out the role and importance that stakeholders have on a business. I will describe three of the organisations key stakeholders which are the community, customers and government. ▲ stakeholder is a person or group of people that have an interest in the organization. There are nine types of stakeholders. The three internal stakeholders are the employees, shareholders and financiers. The six external stakeholders are the suppliers, community, government, pressure groups, customers and trade unions.

Stakeholders

Community

▲ as a stakeholder the community is an important factor for Tesco. Tesco would want their local community on their side but if they weren't they could have meetings, form pressure groups which then could get the government involved. Tesco would listen to pressure groups because they would not want bad publicity. If Tesco wanted to start building in a local community the pressure groups would come in again and would try and stop it for as long as they could if they didn't want it there. The pressure groups could involve owners of smaller shops around the area, environmentalists and local residents. Small shop owners may not like the idea of Tesco being built on their community is because they will not be able to get any profit because Tesco can buy it cheaper and sell it cheaper.

Tesco would be able to offer jobs and that could mean that there is less unemployment around that community. ▲ Also they could offer shares to everyone as well which means that some people would be getting involved and interested in what Tesco are doing.

▲ Another factor that the community may not like is the traffic congestion and the sound pollution that the superstore may bring to the community which may include people coming in and out of the area to come to Tesco. This would also be disliked by the environmentalists because there would be more pollution with the cars that are travelling to the superstore.

Customer

The customer is the most important stakeholder for Tesco. Tesco will want to work

as hard as they can to get the customers spending their money. Tesco's employees and staff will always look after their customers, making sure that they are happy and being treated well. They will also take anything a customer has to say and may bring it up in a meeting and will try and improve it to keep the customer happy. Tesco will always try and keep the best value that they can have so they are having as many customers as possible. Tesco will make sure that the customer is getting the best quality of service or product that is possible so that it could keep them shopping at Tesco. The most important factor that the customer does for Tesco as a stakeholder is spend their money in the shops and cause Tesco to have a profit or a loss. Tesco try to make themselves available as much as they can by going online and in doing this it offers the customer more opportunity to get their products from them because this means the customer can shop whenever they want in their own time.

### Government

▲ as a stakeholder the government will play an important role for Tesco because if they decide to raise taxes both Tesco and the customer will have to pay more. Consequently the customers will not be able to spend as much in Tesco. Which would mean that Tesco will not be getting as much profit as possible.

### Stakeholder Conflict

Stakeholders may conflict with each other because they do not agree with what another stakeholder is doing or what has been said. ▲ conflict may occur between the customers and the employees because maybe an employee hasn't treated a customer well and the customer has approached the employee or manager and complained. ▲ another conflict may happen between the shareholders and the community because the shareholders may want to build another Tesco in a local community and the community may not want it there so this would cause a conflict with one another.