

1.4 Stakeholders

Thursday, 29 February 2024 12:24 pm

Stakeholders is any individual, group or organization with direct interest in business and affect business which affect the activity and performance of the business.

Internal stakeholder - the individual or group of people interest in business that stay as the member of the organization.

- They could interest in job security, financial benefits, long term financial health.

External stakeholders - the individual or group of people interest in business and affect business that is not part of the business

- Eg: customer, suppliers

Conflict between stakeholders