Stakeholder Interests, Needs and Perspectives

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|  | Interests | Needs | Perspectives |
| Component suppliers |  |  |  |
| Suppliers of training and development courses |  |  |  |
| Office supplies |  |  |  |
| General Motors |  |  |  |
| Other investors |  |  |  |
| Management/ Exec |  |  |  |
| Unskilled employees |  |  |  |
| Skilled employees |  |  |  |
| Clerical workers |  |  |  |
| AMWU (Union) |  |  |  |
| Local Community – retail |  |  |  |
| Local Community – hospitality and leisure providers |  |  |  |
| Customers – ‘true believers’ |  |  |  |
| Fleet customers |  |  |  |
| Individual customers |  |  |  |
| Management/ Executives |  |  |  |
| Skilled workers |  |  |  |
| Unskilled workers |  |  |  |
| Employee families |  |  |  |