

1.5 Business objectives and stakeholder objectives

Name: _____ Class: _____ Date: _____ **Total: 20 marks**

KEY WORDS stakeholder 利益相关者 • objectives 目标 • conflict 冲突 • pollution 污染
• customer service 顾客服务

Objective

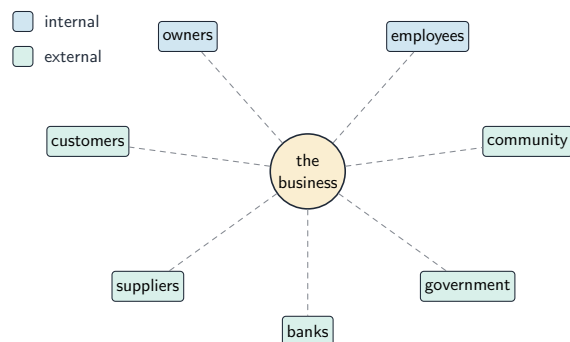
Build the skills to answer exam questions on **business objectives and stakeholder objectives** 企业目标与利益相关者目标 — common **objectives** 目标, the aims of a **social enterprise** 社会企业, **stakeholders** 利益相关者, and why their objectives **conflict** 冲突.

You must be able to:

- state common business objectives
- identify a business's stakeholders and what each wants
- explain why stakeholder objectives conflict

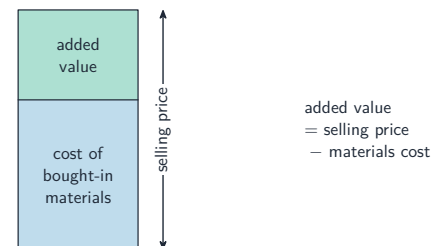
1 Worked examples

■ Stakeholders and conflict



Each group wants something different, so objectives can clash

- Objectives:** survival, profit, growth, **market share** 市场份额, customer service, social objectives.



Profit — earned by adding value — is the objective most owners pursue

- Stakeholders** 利益相关者: owners (profit), employees (pay, security), customers (quality, low price), suppliers (paid on time), government (tax, law), community (jobs, no pollution).
- Conflict** 冲突: owners want higher profit, but employees want higher pay — and higher pay lowers profit.

Answer shapes: K + App + An + Ev (a justified judgement, for “do you think” questions).

2 Practice

2.1 Define the term *stakeholder*. [2]

2.2 Identify two objectives a business might have. [2]

2.3 State one objective of (a) employees and (b) the local community. [2]

3 Exam-style questions

3.1 Identify two stakeholders of a business. [2]

3.2 Explain two reasons why the objectives of different stakeholders might conflict. [6]

3.3 A business plans to replace some workers with machines to cut costs. Do you think this is a good decision? Justify your answer, using the views of its stakeholders. [6]
