

# Stakeholder Analysis

Stakeholders	Their views in respect of the Organisation	Your strengths in managing these views	Your vulnerabilities with reference to these views
Customers	<ul style="list-style-type: none"> <li>• Overall positive opinion evidenced by our 35- 45% market share in our core business segments</li> <li>• Large player who is a specialist broad array of skills but needing to show improved capability in providing innovative solutions</li> </ul>	<ul style="list-style-type: none"> <li>• Market share gives a solid base to try new and innovative thinking</li> </ul>	<ul style="list-style-type: none"> <li>• We have traditionally been a conservative company, resistant to change</li> </ul>
Employees	<ul style="list-style-type: none"> <li>• Generally a good employer</li> <li>• Stable and consistent</li> </ul>	<ul style="list-style-type: none"> <li>• Long history of caring for our employees means we are able to hire some of the best at market prices</li> </ul>	<ul style="list-style-type: none"> <li>• Sometimes we are too nice and don't manage performance issues</li> </ul>
Regulator	<ul style="list-style-type: none"> <li>• They are adversarial in their approach which costs us in "over compliance" activities</li> </ul>	<ul style="list-style-type: none"> <li>• We are good at processes and systems which means we can get compliance pretty right</li> </ul>	<ul style="list-style-type: none"> <li>• We lack relationship management skills with other than our customers</li> </ul>
Suppliers	<ul style="list-style-type: none"> <li>• Good payers at 45 – 60 days</li> <li>• Good relationships</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to dictate pricing terms</li> </ul>	<ul style="list-style-type: none"> <li>• We get comfortable with a supplier and perhaps have too many eggs in too few baskets</li> </ul>