

CSR (code of practice to maintain)

Self interest include:

Activistic attitude - wish to be generous

Synthetic attitude - focusing responsibility on business

Vision Statement ∞ (future)

time consuming PR stunt?

not all stakeholders degree

Mission Statement

firm goals

Objectives: short, medium, long term

to help achieve aims

Measure + control

motivate

direct

Strategies: plans of action to reach long term goals of a business

Strategic objectives

tactics - short term methods

operational strategies

Genetic Strategies

Strategic objectives

tactics - short term methods

operational strategies

Genetic Strategies

Strategic objectives

tactics - short term methods

operational strategies

Genetic Strategies

Strategic objectives

tactics - short term methods

operational strategies

Genetic Strategies

Strategic objectives

Shareholder - primarily with a direct interest in profit is expecting the activities and success of a business

Internal Stakeholders

governments

governments

governments

governments

governments

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governments

| Low | High |
|-----|------|
| 1 | 2 |
| 3 | 4 |
| 5 | 6 |

1.6

| Markets | Existing | New |
|----------|--------------------|---------------------|
| Existing | Market penetration | Product development |
| New | Market development | Diversification |

Deciding conflict resolution:

Types of negotiation in quest

Aim and objective

Source + degree of power

Wide range of applications

Encourages forward thinking

Simple

Specific

Measurable

Realistic

Brand recognition

Reputation

Long price

Brand, distinctive

Customer loyalty

Organic growth

Control coordination

Independent

Vertical

Internal (economic) of scale

Horizontal

Vertical

Vertical

Vertical

Vertical

Vertical

Vertical

Vertical

Vertical

Vertical

Vertical

Vertical

Vertical

Joint venture

at Set up a separate

business

specialty

spending of cost and risk

high return rate

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

Franchising

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

at risk (dividend)

Ib Business Management Notes And Revision Ib

Paul Clark



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