Primary Stakeholders for Business Organizations

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- 1. Stockholders/owners
- 2. Employees (including managers)
- 3. Customers
- 4. Suppliers
- 5. Distributors (Wholesalers, retailers)
- 6. Partners and Allies
 - 7. Others (financial relationship): ??

- Shell - 1591

8. Others (long-term health and success): Communities; Government

Secondary Stakeholders

- 1. Media
 - 2. Activists
 - 3. Citizen groups
- 4. General public
 5. NGOs (independent citizen organizations that are legal entities such as Rotary Intl; USAID; human advocácy groups)
- 6. IGOs (international governmental organizations such as United Nations; World Health Organization; Islamic Development Bank; International Monetary Fund)
- 7. Trade, industry, and civic associations

Nonprofit and nongovernmental organizations and governments would have different sets of primary stakeholders. Notice the differences, particularly for governmental organizations.

Primary Stakeholders for Nonprofit and Nongovernmental Organizations

- →1. Funders
- 2. Employees (including managers)
- 3. Clients
- 4. Suppliers
 - 5. Distributors (Wholesalers, retailers)
 - 6. Other:

Primary Stakeholders for Governmental Organizations (e.g. Agencies, Departments)

- 1. Relevant political bodies
- 2. Employees (including managers)
- 3. Clients or customers
- 4. Society (community) -
- 5. General public (citizens, taxpayers)