### B2 Stakeholders – Solutions

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Description of stakeholder</th>
<th>Stakeholder expectations of enterprise</th>
<th>Enterprise expectations of stakeholder</th>
</tr>
</thead>
</table>
| **Investors** | Provide enterprise with financial resources to make investments (distinction between equity and debt capital) | - Enhancement of enterprise value  
- Interest payments  
- Repayment of provided capital | - Uncomplicated and favorable conditions on the capital provided |
| **Customers** | Persons (natural and legal) who buy products and services | - Good price-performance ratio  
- Good advice and services  
- Large selection  
- Products should meet minimum environmental and social standards | - Frequent and expensive purchases  
- Rapid payment of bills |
| **Employees** | Create products and services that the enterprise will offer on the market | - Fair wages  
- Safe workplace  
- Opportunities for participation  
- Training opportunities | - Fast and precise work  
- Sense of duty  
- Flexibility |
| **Public/NGOs** | - Population  
- Organizations  
- Media | - Right to a say in matters  
- To be heard  
- Sustainability reports | - Exchange/communication  
- Constructive and realistic solutions to problems |
| **Government** | - Federation  
- Cantons  
- Communities | - Tax payments | - Good transport infrastructure  
- Legal certainty |
| **Suppliers** | Supply raw materials, semi-finished products and services for the provision of services | - Fair prices  
- Regular, early and large orders  
- Timely payment of invoices | - Proper and timely deliveries |
| **Competition** | Provides the same or similar products or services on the market | - Compliance with patents and trademark protection  
- No unfair competition | - Cooperation in industry associations with shared interests against government or NGOs |
### Stakeholder Demands

#### a and b

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| **Employee unions**               | - Fair wages (no unpaid overtime)  
- Fair working conditions (no exploitation, no monitoring, etc.)  
- Legally compliant notice periods |
| **Customers**                      | - Affordable products  
- Fair treatment of workers  
- Open communications policy |
| **Producers, suppliers**           | - Fair conditions (no pricing pressure)  
- Open communications policy (not to be lumped in with purchasers acting unlawfully) |
| **Public, media**                  | - Fair working conditions and prices  
- Open communications policy  
- No poverty spiral  
- Justice  
- No violations of law |

#### c Individual solution

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#### a and b

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| **Students**                       | - Competent teachers  
- Training and preparation for the future  
- Fairness |
| **Parents**                        | - Competent teachers  
- Training and preparation for the future  
- Control  
- Low costs |
| **Teaching staff and other employees (e.g., janitors)** | - Adequate remuneration  
- Good working environment  
- Freedom in the design of instruction |
| **Government, canton**             | - Positive public feedback  
- Good training for students  
- Low education costs |
| **Public, media**                  | - No code violations  
- Competent teachers |
| **Other educational institutions** | - Fair competition  
- Possible cooperation |
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<th>Claims</th>
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</table>
| Customers    | - Current movies  
|              | - Large selection of movies  
|              | - Affordable tickets  
|              | - Parking available nearby  
|              | - Good accessibility (also by public transport)  
|              | - Short waiting times  
|              | - Comfortable chairs  
|              | - Food service  
| Employees    | - High income  
|              | - Good benefits  
|              | - Safe workplace  
|              | - Good working conditions  
|              | - Pleasant working environment  
| Investors    | - High profits  
|              | - Security  
|              | - Good image of the cinema  
|              | - High return on invested capital  
| City         | - Image enhancement  
|              | - Jobs  
|              | - Appropriate solution to the parking issue  
|              | - Appropriate solution to garbage problems  
| Competitors  | - Fair conduct  
|              | - Possible cooperation  
| Residents    | - Little noise pollution  
|              | - No garbage  
|              | - Appropriate solution to the parking issue  

### b

<table>
<thead>
<tr>
<th>Customers</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Customers want a good movie selection and long operating hours. These requirements increase the costs for the cinema operators. The additional cost is likely to be passed on in ticket prices.</td>
<td>Customers want cheap tickets and food options.</td>
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</tbody>
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<th>Customers</th>
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<td>Workers would like a high income. High labor costs increase ticket prices.</td>
<td>Customers want cheap tickets and food options.</td>
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<th>Customers</th>
<th>Residents</th>
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<td>Customers want the cinema to open early and close late.</td>
<td>Residents want as little noise as possible.</td>
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<td>Investors expect a high return on invested capital. The greater the cinema’s income, the higher the return on capital. High labor costs lead to a reduction in enterprise profits.</td>
<td>Employees expect a high income and good benefits.</td>
</tr>
</tbody>
</table>

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Individual solution