



THE TIMES 100

BUSINESS CASE STUDIES

Teacher guide

External stakeholders - Primark

Where does the lesson fit?

This session could follow a general introduction to stakeholders to allow students to see in more detail the relationships between firms and their external stakeholders and the link between stakeholder engagement and business ethics/CSR



Suggested resources & activities related to external stakeholders and Primark

- Full Primark case study
- External Stakeholders PowerPoint
- Stakeholders lesson resources
- Primark crossword
- Primark word search

Suggested timings for the session

10 mins	Starter e.g. Primark cross word
5 mins	Use the External Stakeholders PowerPoint to discuss the topic
5 mins	Read the case study
15 mins	Questions
20 mins	Task – poster
5 mins	What have you learned?

Answers to questions

1. What is a stakeholder?
A stakeholder is an individual or group with an interest in the decisions of a business. Stakeholders can affect, or be affected, by an organisation.
2. Give examples of some of Primark's external stakeholders.
Primark's external stakeholders include:
 - Customers
 - Governments
 - Trade unions and civil society groups
 - Workers and communities



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3. Explain the objectives of the trade unions and civil society groups with which Primark works.

The goals of these organisations are involved in protecting the rights of workers e.g. by ensuring they are paid a decent wage, do not use child labour, have a limit to the working hours they can carry out and have proper leave entitlements.

4. Analyse why providing information about Primark's ethical behaviour is important for the future of the firm.

Providing information about ethical behaviour is important because:

- Without customers businesses cannot exist
- Primark relies on word-of-mouth advertising from one customer to another
- Customers have concerns over the behaviour of organisations and may base their purchasing decisions on these.

What have you learned?

Expected learning is likely to include:

- Definition of stakeholders
- Examples of stakeholders, particularly external stakeholders
- The importance of engaging with stakeholders
- Examples of how businesses can support their stakeholder