



**THE TIMES 100**

**BUSINESS CASE STUDIES**

## Teacher guide

### Stakeholders - Primark

#### Where does the lesson fit?

This session would serve to introduce the concept of stakeholders in an introductory module to business and the nature of business. It could be followed by more in depth sessions on internal and external stakeholders.



#### Suggested resources & activities related to stakeholders and Primark.

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

#### Suggested timings for the session

5 mins	Starter e.g. Primark word search
5 mins	Use the Stakeholders PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
30 mins	Task – debate
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 may affect or be affected by the business.
2. Give examples of some internal stakeholders?  
Internal stakeholders include:
  - Shareholders/owners
  - Managers
  - Employees.



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3. Compare the amount of power a one-off customer has over Primark's decisions with the power regular customers have over its decision.  
A one-off customer doesn't have much interest in Primark or a great deal of power over the decisions made by the business, however, a regular customer has much more power. Primark carries out research to find out about its customers and their needs, and makes decisions according to these. They therefore have quite a lot of influence over the business.
  
4. What is meant by 'ethical behaviour'? Use examples from the case study to help you answer this.  
Ethical behaviour is concerned with doing the right thing. Corporate social responsibility is about the responsibilities firms show to all of their stakeholders and not just the shareholders. For Primark, acting ethically means taking care of its people, being a good neighbour, respecting human rights and engaging with its stakeholders.

#### **What have you learned?**

Expected learning is likely to include:

- Definition of stakeholder
- Examples of stakeholders, both internal and external
- The interests of the different stakeholder groups
- The level of influence stakeholders have on a firm
- Stakeholder conflict.