

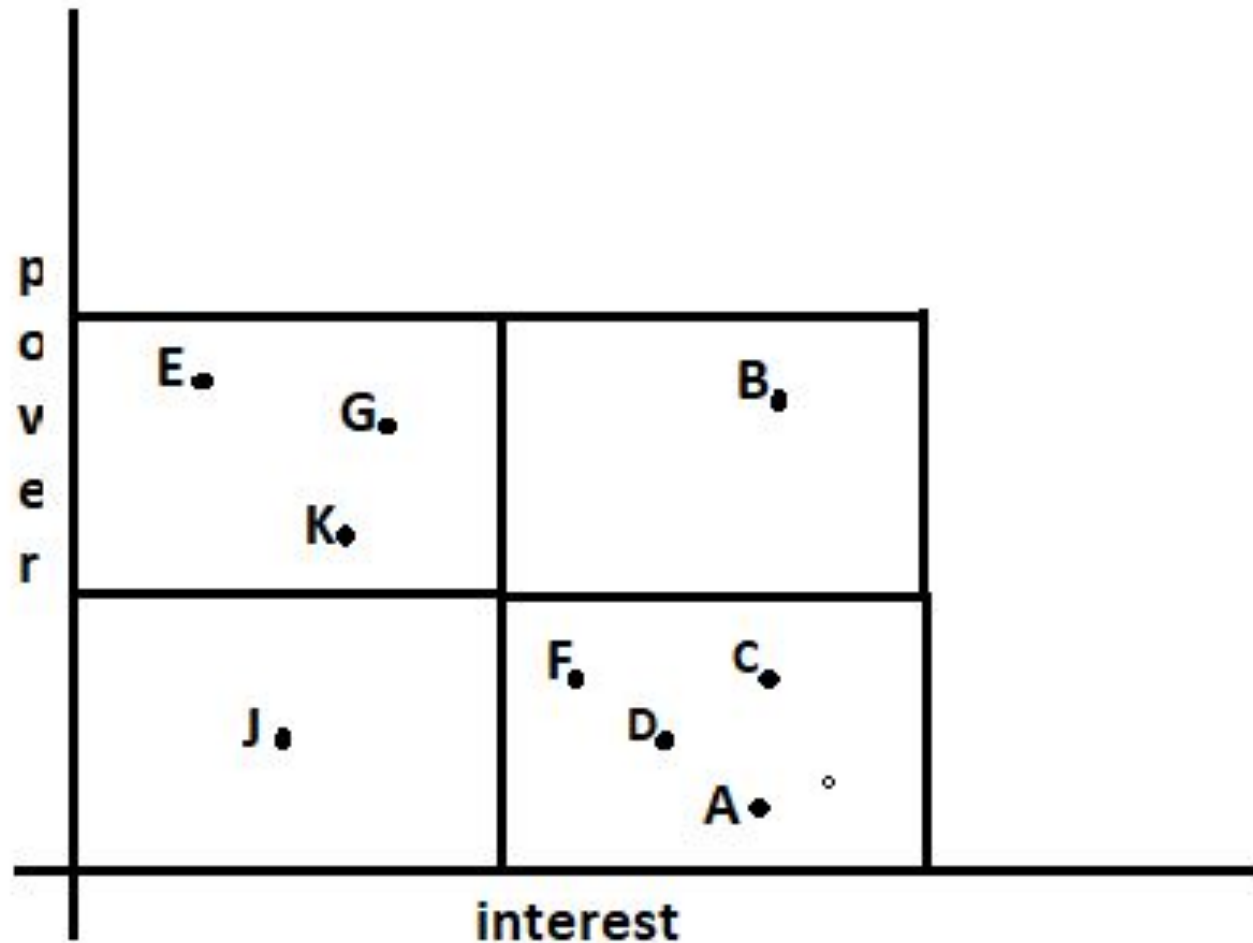
# Analysis of stakeholders “1+1” TV channel

On this Laboratory work I need to make an analysis of my stakeholders according to the information that exist in the report of corporate social responsibility of company which I choose before. It is a TV channel “1+1”.

The analysis consists in the fact that first I have to find all stakeholders of this company indicated in the report, and then determine the degree of interest of stakeholders and their level of influence on the company.

<b>Stakeholders</b>	<b>Interest</b>	<b>Power</b>	<b>Internal or External</b>
Employees (A)	Perform their duties as agreed	2	Internal
Owners (B)	Develop their business, earn more money, satisfy the interests of customers, government and investors	5	Internal
Managers (C)	Provide company's economic grows, setting goals and achieving them	3	Internal
Partners (D)	Gaining benefits from partnership	4	External
Government (E)	Control performing of the companies duties	5	External
Customers (F)	Want to take interesting products from company	1	External
Shareholders (G)	Obtain maximal income from investments	5	External
Community (J)	To have support from business	1	External
National TV Council (K)	Check the normality of outputting products	4	External

Distribution of stakeholders on the matrix (graph) according to their level of power and interests due to company



In this laboratory work, I researched and dealt with the report on the social responsibility of the company "1 + 1". I found all the stakeholders, distributed them both internally and externally, determined their level of interest and influence on the company, and also built a matrix in which I distributed all interested parties relative to the previous analysis.