



Relationships and Resources

“Relationship” implies a two-way, reciprocal connection. There are different kinds of relationships you have when in business.

See if you can place the following business relationships into the category you think they best fit below (remembering that sometimes relationships can exist in multiple ways (e.g. a landlord provides both a service, and has an interest in how well your business does since you need to be able to pay rent!)).



Family IRD Suppliers Employees Bank Board Sponsors Lawyer Volunteers
Couriers Mentor Customers Friends Landlord Business Association Graphic Artist
Manufacturers Investors Website Designer Advertisers Accountant Funders

SUPPORTERS

SERVICES

STAKEHOLDERS

Look at each category in relation to your individual business proposition and consider:

Who are they? What resource can they offer you? What opportunities can you provide for them?

SUPPORTERS

Have an interest based on personal or consumer loyalty in how your business venture goes. They might offer guidance, encouragement, or emotional support.

SERVICES

Offers something of value to your business that enables you to provide your product or service.

STAKEHOLDERS

Have a financial or reputational interest in a business and can either affect or be affected by how the business/social enterprise performs or delivers on its promise.

