Internal and external stakeholders

Institution

Course

Instructor

Date

 Businesses can predict or foresee problems that might affect the business in the future. This is what is termed as a business scenario. Best game production is one of the best video game production companies in the world. However, the company is predicted to face a significant problem in the future if not solved early.

 Best game production is set to launch a new exciting game that could generate a lot of profit, but they have a significant problem concerning bugs. Bugs problems occur when programmers make mistakes while programming different software. It is a hectic job and requires a certain level of intelligence to succeed in a specific field. For a programmer to make mistakes, they must have typed in the wrong sequence codes or the wrong type of codes for the specific program. The company wants its consumers to access the game, but they risk giving their consumers a game that could crash during the processor with low video graphics quality and sound quality. Even though the company produced a better demo of the game to excite their consumers, some gamers found out the bug's presence.

 This has put the company's leaders in a tight spot because they can't release the game even if they wanted to. That would be a massive mistake on their part. If the company's board decided to release the game despite the risks, they might run a significant loss by losing consumers who will realize the flawed nature of the game. This will be a setback that will be difficult to come back from. Once consumers lose trust, even if the organizations make better quality games in the future, it won't sell as it used to because some of the consumers moved on to other gaming organizations. Many gaming companies are competing for consumers meaning consumers have a variety of options to choose from. If they dislike the one they currently use, they will move on to the next one.

 As a consultant, I would advise the organization to be more direct with its consumers and be more transparent. The company should develop a culture of creating awareness for their consumers. From time to time, communication between the game providers and the consumers need to take place. Consumers are always curious about the products they purchase, especially if it's for the first time. Transparency will create trust between the two parties. I would advise the company to be more efficient in their job. A competent workforce can only achieve this. If the game developed has bugs, then the team that worked on developing the game should put in more work to find solutions that would erase the bug from the system.

 The company should create or have plans that are intended for solving arising problems in the organization. Having a plan in place to solve specific arising issues makes the company operate in an orderly manner. This is evident because the problems will be solved by following guidelines written down by professionals who had already predicted the outcome after the problem is solved. Best game productions should consider sticking on their lane for s while before trying out new ideas. One of the things that lead to programming failure is a lack of adequate knowledge about complex programming. However, if the company chooses to try out new ideas, they must put better professionals on the work's task to be effective.

 I would advise the Best Game Production board to elect a healthy and positive leader. A strong and positive leader motivates employees to work towards the objectives of the company. For instance, in organizations where employees see their leader as weak, they might take advantage and do shoddy jobs just for the sake of completing the job. Employees under a direct and robust leader will know that nothing short of excellence is expected from them. This will improve the level of competency in the organization.

 Best game Production has different stakeholders. They include internal and external stakeholders. Stakeholders are individuals or organizations affected by the company's decisions (Pinheiro, 2015). Internal stakeholders are employees in an organization involved in the company's operations, such as making strategies, plans, and product processing. They include executive managers (CEO or CFO) and auditors. Customers are sometimes considered to be internal stakeholders as well, depending on the nature of the organization. Each employee has a role to play when such a situation arises.

 The game developers department has a very tricky decision to decide on the releasing date or whether to postpone the release date. If the department releases incomplete work, the organization risks losing customers. This will make the customers start questioning the companies’ quality of games in the future, leading to a future decrease in sales. Customers might shift their attention to other gaming companies. If the department does not finish the work on time, then they will get a lower rating on their performance evaluation. Constant pressure from their leaders might also lead to such problems. Putting a time frame on programming issues is not the correct way to go. Employees need to work at their own pace to produce better quality work.

 According to the quality control team, the game's release should be delayed, at least until the bug is entirely removed from the system. They feel that the company's standard will fall if the game was released as it is. As a consultant, I agree with their decision on stalling the release process. Even though consumers will not be happy about the sudden changes made, they would be angrier if the game they purchased was of low quality. For the company to maintain its status as a great company, significant decisions have to be made concerning what to be done net to move forward.

 The marketing department differs from decisions made by other teams in the organization. They fear that their loyal customers will start using other gaming companies to purchase games. Games are very addictive, and consumers always want to satisfy their needs. This alone can impact the future of the organization negatively or positively. If consumers use other gaming organizations and get better experiences than Best Game Production, they might decide to stick with the new company. Marketers want to market the game so that the consumers remain eager to purchase the game from their organization. The decision to delay the release process would disrupt the budget and plans of the marketing team negatively. The marketing team will be forced to edit materials if there is a delay in releasing the game.

 The public relations team is tasked with ensuring employees remain loyal to the organization (Cardwell et al., 2017). This task won't is easy, especially after the release date has been pushed forward due to unavoidable circumstances. Their job is mainly to keep the relationship between consumers and the organization positive. Consumers will be unhappy, which would risk the public relations team to be considered failures in keeping consumers calm. If the game is released just the way it is, then there is a risk of consumers losing trust in the organization, and it will be challenging to convince them to trust the organization again. To convince customers to come back and remain loyal to the organization, they will have to give away gifts, for example, a reduction in purchasing price or an added gift on top of the game purchased. It will cost the company a lot to have loyal customers again.

 The finance department is tasked with the responsibility of maintaining costs and budgets for the game. It is tough to do so when the plans that were put in motion fail to work. There is no way the budget cost will remain the same after the extension of the release date. Even though there is pressure from leaders concerning the maintenance of finances, it is difficult o satisfy this request. If consumers decide to use other organizations, then the organization's sales will be reduced drastically, which will pose a problem for the organization, more so for the finance team. The company leaders may judge them as a failure for failing to do as they were asked, even though it is close to impossible. Leaders need to understand their employees and accept things as they are. More finances must be put into action to keep the organization afloat.

 Eternal stakeholders are individuals or organizations that do not belong in the organization but are affected by the concerned organization's decisions. The organization's impact on external stakeholders includes how the environment around them has changed since a particular decision was made. External stakeholders include customers, the government, investors, the media, and communities.

 Customers are considered as external stakeholders because they are at risk based on the organization's performance. For instance, taking the case of Best Game Production, if a customer was expecting to purchase a game at a specific date and the organization fails to honor their part, it means that the customer risks being let down.

 Government regulations are also affected by organizations depending on the nature of the business. Organizations' decisions affect the government in terms of competition, consumer protection, environmental concerns, consumers' safety, and taxation. According to their profit and the impact the organization has on society, the government taxes organizations. Best Game Production is one of such organizations.

 Organizations that are external stakeholders, for instance, organizations that deal with health or matters concerning protecting consumers' interest, might be affected by the decisions made by the organization. Suppose a consumer were to pay for the delayed game and get disappointed by the organization, like Best Game Production. In that case, they might decide to raise complaints to specific organizations that deal with consumer rights. In this case, the organization is getting involved because Best Game Production did not fulfill their obligations.

 Organizations need to know their strengths and weakness to avoid tricky situations that would make a difference with loyal customers. Transparency by organizations is vital to the success of organizations and retaining loyal customers. Communication should be frequent to improve the social relations between the two parties.

References

Cardwell, L. A., Williams, S., & Pyle, A. (2017). Corporate public relations dynamics: Internal vs. external stakeholders and the role of the practitioner. *Public Relations Review*, *43*(1), 152-162.

Pinheiro, R. (2015). The role of internal and external stakeholders. In *Higher education in the BRICS countries* (pp. 43-57). Springer, Dordrecht.