

Relationships in Business

1. Cooperative Relationship
Same objective
Work together to achieve common goal
Working together produces better results than working alone

- Employee accepts payout to save job
- Ford and Mazda (Strategic Alliance)
Work together to build new car
Shared costs, shared ideas, shared technology, result is an excellent product. Ford fiesta/ Mazda 121
- Body shop and Amnesty International
Body Shop has increased sales due to better public image
Amnesty receives increased publicity

2. Competitive relationship
Both parties try to be more successful than each other
Become rivals
Fight against each other

Employees competing for promotion

Rival businesses competing for customers
Aerlingus and Ryanair

Employer may want to cut workforce while an employee wants increased job security

4. Dynamic Relationship
constantly changing

Coke and Pepsi
Pepsi refused to accept coke's secret recipe when offered

Competing businesses working together for tidy town festival

3. Dependent relationship
Rely on each other to be successful

Consumers and Producers
Needs customers
Needs products

Entrepreneur and investor
Needs finance and needs return on investment to make money