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|  | Roles | Rights | Responsibilities |
| Customers | * Purchase goods and services
* Provide revenue from sales, which allows the business to function and expand
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| Suppliers | * Supply goods and services to allow the business to offer its products to its own customers
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| Employees | * Provide manual and other labour services to the business to allow goods and services to be provided to customers
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| Local community | * Provides local services and infrastructure to the business to allow it to operate, produce and sell within legal limits
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| Government | * Passes laws that restrain many aspects of business activity
* Provides law and order to allow legal business activity to take place
* Achieves economic stability to encourage business activity
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