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|  | Roles | Rights | Responsibilities |
| Customers | * Purchase goods and services * Provide revenue from sales, which allows the business to function and expand |  |  |
| Suppliers | * Supply goods and services to allow the business to offer its products to its own customers |  |  |
| Employees | * Provide manual and other labour services to the business to allow goods and services to be provided to customers |  |  |
| Local community | * Provides local services and infrastructure to the business to allow it to operate, produce and sell within legal limits |  |  |
| 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 |  |  |