

Stakeholder Analysis of Tentree Clothing Company

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Executive Summary

Tentree Clothing Company is a sustainable and environmentally conscious apparel brand that practices tree planting initiatives to help reduce climate change. This stakeholder analysis will identify and assess the critical stakeholders involved in or affected by the company's operations.

Introduction

Tentree Clothing Company's mission is to create sustainable lifestyle clothing apparel that reduces climate change. Their goal is to plant 1 billion trees by 2030 to combat global warming and decrease the amount of waste generated through the current trends in the fashion industry. Tentree Clothing was founded in British Columbia, Canada and is an environmentally sustainable clothing company. Tentree belongs to the retail apparel and fashion industry. In 2016, the organization partnered with the provincial government to help revitalize Saskatchewan's northern boreal forests due to the previous year's wildfires. This was a collaboration with non-profit organizations and other clothing brands. This report aims to identify the stakeholders in Tentree Clothing Company and analyze their power/interest in the organization. Furthermore, this report will examine the saliency of this company's brand while further identifying communication strategies to enhance its success with its stakeholders.

Identification

The key stakeholders and groups involved in Tentree Clothing Company are 1) customers, 2) employees, 3) suppliers, 4) Investors, 5) local communities, and 6) environmental organizations. Each of these stakeholders helps contribute to the company's success and is crucial to Tentree's reputation as an environmentally sustainable clothing company. The stakes involved are:

- Transparency in sourcing and ethical manufacturing
- Brand image
- Fair wages, safe working conditions
- Company values aligned with its employees
- Fairtrade practices, sustainable supply chain
- Financial performance in the market
- Sustainable practices affecting the company's brand attractiveness
- Positive impact on the environment
- Genuine commitment to environmental causes, public perception of sustainable practices

The stakeholders mentioned above will determine the valuation of the business and its profit margins affected by the company's operations.

Saliency

The focus on saliency that Tentree Clothing Company gives to its stakeholders is of great importance. Firstly, the stakeholder groups within the saliency model will be based on the stakeholders' power, legitimacy and urgency. Secondly, the saliency model will be split into three stakeholder groups: 1) Customers, 2) Employees and 3) Investors. Tentree's customers are essential to the company's reputation because people want to help protect the environment and buy environmentally sustainable clothing while planting trees for every item purchased. This, in turn, promotes the company's apparel brand and gains loyalty. Secondly, employees are essential for financial stability because retailers and suppliers cannot deliver a great product without their skills and knowledge. Lastly, investors are crucial for Tentree's financial stability goals and sustainability efforts. A stakeholder analysis matrix (figure 1) below outlines the importance of critical organizational stakeholders.

Stakeholder Analysis Matrix (Figure 1)

Stakeholder	Interest/Concern	Influence/Power	Engagement Strategy
Customers	High	Medium-High	Regular communication, transparency in sourcing, product education.
Employees	High	High	Fair wages, safe working conditions, employee development programs.
Investors	High	High	Transparent reporting, financial stability, highlighting sustainability efforts.

Responsibility to Stakeholders

Tentree Clothing Company's power and interest in its stakeholders, along with the company's responsibilities, is essential. This will ensure their stakeholders are satisfied and continue the company's positive growth. Tentree Clothing must pay its employees fair wages, provide safe working conditions, and have employee development programs to achieve its goals. For example, every one billion trees planted equals 10 million hours of forestry sector jobs for local communities—Tentree's interest is environmentally sustainable clothing manufacturing to support reforestation efforts in Madagascar and the United States. Tentree Clothing's investors have a high level of influence and power for transparent reporting, financial stability and sustainability. Tentree's worldwide efforts to be responsible clothing producers lie in inspiring consumers to purchase well-made, stylish clothing while preserving the planet's ecosystem. This encourages its investors to take an interest in Tentree's environmentally sustainable apparel ethics and drive the company's profits while satisfying environmentalists.

Communication Strategies

Based on this analysis, Tentree Clothing should communicate with its stakeholders by strengthening communication with customers and employees through sustainability achievements. Secondly, they must maintain transparency in apparel sourcing practices and collaborate closely with suppliers on sustainable initiatives. Thirdly, it should be a requirement to regularly update its investors on financial performance and sustainability milestones. Lastly, they should collaborate with environmental organizations to enhance credibility and contribute to shared goals. Tentree can work with environmentally conscious manufacturers and suppliers while providing employees with a safe and respectful workplace.

Conclusion

A comprehensive understanding of Tentree's stakeholders is essential for maintaining positive relationships with its customers, employees and investors. Ensuring brand loyalty and long-term environmentally sustainable goals will determine the company's success in the clothing market. Regular assessments and adaptive strategies will contribute to the company's success with its stakeholders, ensuring Tentree Clothing continues to thrive in a dynamic business environment.

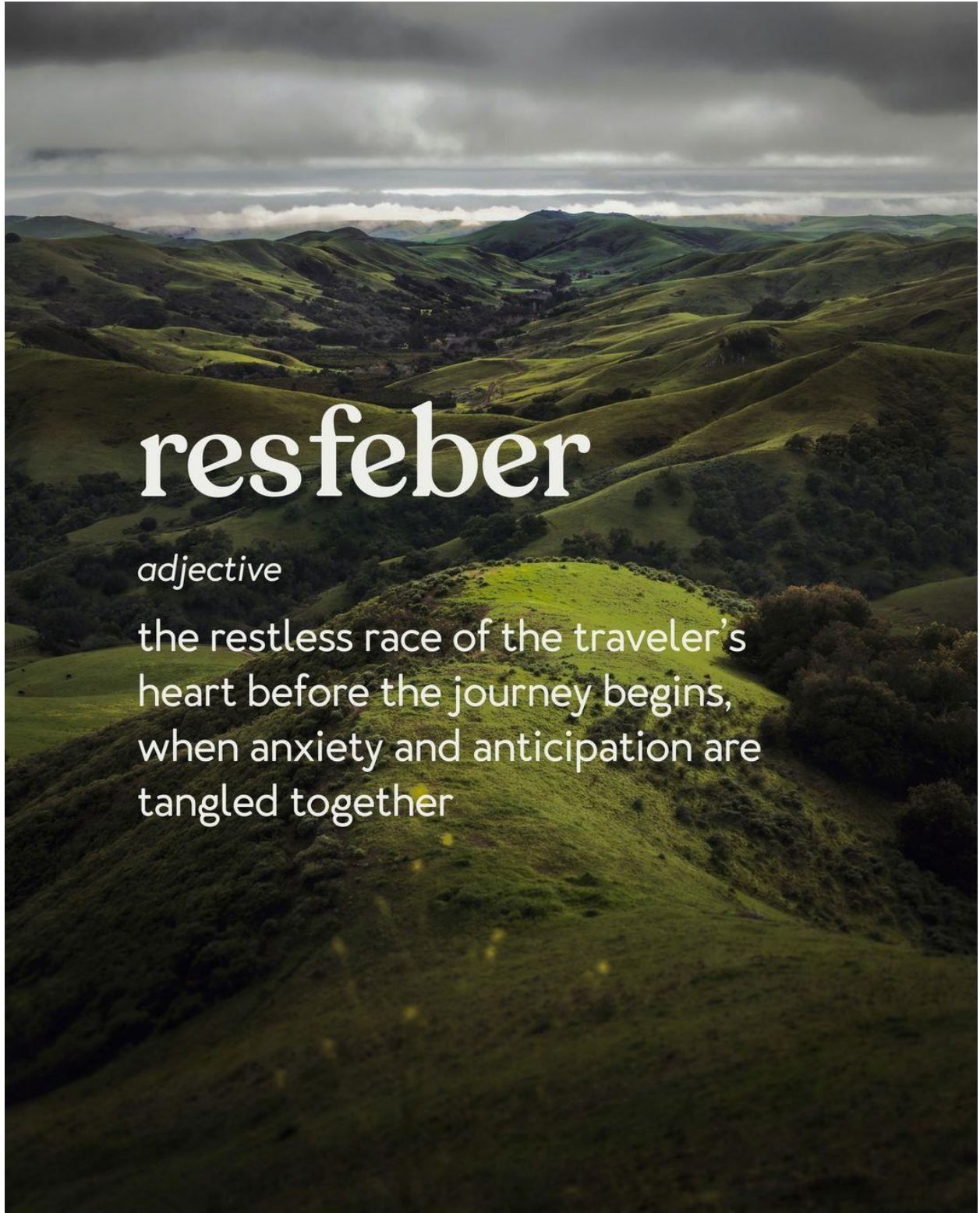


Figure 2. Tentree Image. (n.d.). Instagram. Retrieved January 27, 2024, from <https://www.instagram.com/p/C2SjQl6sano/>.

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Note: I acknowledge that AI was used to assist in creating this report.