

THREE MOST **PROMINENT TRADE UNION FEDERATIONS** IN DIFFERENT SECTORS OF THE ECONOMY:

1. Cosatu
2. Fedusa
3. Nactu

- plays an important role in the labour market and the development of industrial relations policies as well as labour legislation in the country
- challenged the apartheid system and created structures to dismantle it
- involved in business transactions to ensure that such transactions will not result in job losses
- **trade union representative represents employees of medium and large businesses**
- union representatives are supported by work representatives who make sure that employee interests and needs are taken care of

REGULATORS

... organisations that make sure that the code of conduct and rules of fair business are adhered to

E.g. - Advertising Authority of South Africa

OPPORTUNITIES & THREATS (MARKET ENVIRONMENT)

- management sometimes sees competition as an opportunity because consumers are made aware of the product if it is marketed by many companies
- management sees competition as a threat when a company selling similar products opens in the area

OPPORTUNITIES

... external situations that increase the chances the business has of selling its goods or services

- Between existing companies and black empowerment groups
- businesses with proper empowerment strategies ... productive black empowerment

Potential Opportunities:

- To expand product lines to satisfy a wider variety of customers
- To add complementary products to current products
- To enter new markets

THREATS

... external situations that reduce the chance that the business will sell its goods or services

- New competitors entering the market with a lower product price
- The government is introducing new legislation that could reduce business transactions
- Changing buyers' needs and tastes
- Slower market growth

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D Keegan



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