

Laporan bisnis british petroleum = British petroleum business report

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Abstrak

ABSTRAK

Insiden tumpahan minyak di Teluk Meksiko telah mempengaruhi kinerja bisnis British Petroleum plc BP . Dampak itu telah mempengaruhi kondisi keuangan perusahaan bersama dengan pemangku kepentingan terkait. Makalah ini akan membandingkan perbedaan profitabilitas BP dengan Royal Dutch Shell dan kinerja pasar minyak dan gas. Diskusi selanjutnya akan memeriksa pasar dan non-pasar pemangku kepentingan yang terkait melalui peta stakeholder dan mengidentifikasi solusi dengan menerapkan delapan layar radar strategis.

ABSTRACT

The incident of oil spill in the Gulf of Mexico had affected British Petroleum plc BP business performance. Its impact had influenced company's financial condition along with its related stakeholders. This paper will compare the difference in BP's profitability with Royal Dutch Shell and oil and gas market performance. The discussion later will examine relevant market and non market stakeholders through stakeholders map and identify solutions by applying eight strategic radar screens.