

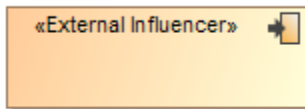
# External Influencer

## Description

External Influencer is this outside an enterprise's organizational boundary that can impact its employment of Means or achievement of Ends. External Influencer is usually categorized as follows:

- Competitor: A rival enterprise in a struggle for advantage over the subject enterprise.
- Customer: A role played by an individual or enterprise that has investigated, ordered, received, or paid for products or services from the subject enterprise.
- Environment: The aggregate of surrounding conditions or Influencers affecting the existence or development of an enterprise.
- Partner: An enterprise that shares risks and profit with the subject enterprise (or is associated with the subject enterprise to share risks and profit) because this is mutually beneficial.
- Regulation: An order prescribed by an authority such as a government body or the management of an enterprise.
- Supplier: A role played by an individual or enterprise that can furnish or provide products or services to the subject enterprise.
- Technology: The role of technology, including its developments and limitations — there may be prerequisites for use of technology; there may be enterprise Activity that technology enables or restricts.

## Notation



## Related elements

- [Influencer Concepts](#)
- [Influence Concepts Relationship](#)

## Related diagram

- [Business Motivation Diagram](#)