

## Task 6 | Stakeholder list

### Internal Stakeholders:

- Tongariro Cinema Limited (**Primary**)
- Manager and Staff
- Board Members
- Chairman and Secretary
- Admin/Secretary/Finance person

### External Stakeholders

- Customers (**Secondary**)
- Moriarty Catering Company
- Xero Accounting Software provider

### Potential Stakeholders:

- Social Media Users

### The stakeholders in this case scenario are:

1. **Tongariro Cinemas Limited:** They are the primary stakeholders as they own and operate the cinema complex. Their primary objective is to upgrade their system to attract more customers and improve their operational efficiency.
2. **Customers:** They are the secondary stakeholders as they are the ones who purchase movie tickets and food items from the cinema complex. They expect high-quality service and facilities from Tongariro Cinemas.

3. **Moriarty Catering Company:** They are the tenants of the café within the cinema complex. They are interested in the success of Tongariro Cinemas as it affects their business.
4. **Manager and staff:** They are the employees of Tongariro Cinemas and have a direct interest in the success and growth of the business.
5. **Board members:** They are the unpaid members of the board of directors who oversee the operations of Tongariro Cinemas. They are responsible for setting policies and making strategic decisions.
6. **Chairman and Secretary:** They are paid positions on the board of directors and have a significant influence on the decision-making process.
7. **Admin/Secretary/Finance person:** They are responsible for managing the financial and administrative functions of Tongariro Cinemas. They play a crucial role in the day-to-day operations of the cinema complex.
8. **Xero accounting software provider:** They are the external stakeholders who provide accounting software to Tongariro Cinemas.
9. **Social media users:** They are the potential customers who could be attracted to Tongariro Cinemas through their increased online presence. They have an indirect interest in the success of the cinema complex.