**Stakeholder engagement and communication plan**

**Potential stakeholders:**

1. Users.
2. Google.
3. Business owners.
4. Banks.
5. Developers building the app.
6. Legal authorities (for permissions and taxes paid by the app owner).

**Stakeholder analysis:**

**Keep satisfied**

Users

**Monitor**

Google

Banks

**Manage closely**

Business owners

developers

**Keep informed**

Legal authorities

**Stakeholder assessment matrix:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Stakeholder** | **Unaware** | **Resistant** | **Neutral** | **Supportive** | **leading** |
| **Users** | C |  |  | D |  |
| **Google** | C |  | D |  |  |
| **Business owners** | C |  |  | D |  |
| **Banks** |  |  | C D |  |  |
| **Developers** |  |  |  |  | C D |
| **Legal authorities** | C |  | D |  |  |

C = current

D = desired

**Potential stakeholders:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Audience** | **Responsibility** | **Purpose** | **Medium** | **Contents** | **frequency** |
| Users | QA | Usage | Email/App | Promotions, news, offers | Bi-weekly |
| Google | PM | Provides location | Email | Map access | Yearly |
| Business owners | PM | Services | Meeting | Service, offers | Monthly |
| Banks | PM | Money transfers | Meeting | Service | Yearly |
| Developers | PM | App building | Meeting | Bugs, issues, new features | Bi-Weekly |
| Legal authorities | PM | permits | Meeting | Issues, acceptances | Yearly |