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| Stakeholder | Importance | Influence and power | Interests/Positive impact | Concerns/Negative impacts |
| Abdul Hancock | * Assure that everything is working financially | * Main investor/money source | * To recover investment * To provide flights in the local area | * Losing money * Not recovering investment * Bankruptcy for the company |
| Partners/Suppliers | * Allows the company to focus on its own area of expertise | * Provide materials and services that the airline company cannot provide for itself | * To sell their own products * Can provide discounts * Can facilitate development | * Rising prices * Disagreements between companies |
| Customers | * The life and blood of the company | * Power to influence would-be customers | * Can give positive reviews, make good publicity * Can become regular users, providing a more stable income to the company | * Can give negative reviews, make bad publicity * Can convince people to use different airlines |
| Media | * Makes the airline company more well known, for bad or for good | * Can help increase or decrease number of customers | * Can provide coverage for the company * Can attract more customers * Can be a platform for marketing | * Can provide negative coverage * Can turn customers away * Can make complaints more well known |
| Regulatory authorities | * Makes sure the airline respects all regulations | * A company needs their approval in order to function | * Can give a mark of approval/quality * Assures everything is safe and working order | * Can shut down an airline * Can turn customers away |
| Competitors | * Drive us to become better | * Are a comparison point for our own services | * Competition can provide novel ideas that we can use ourselves | * They steal our customers |
| Staff | * The engine of the company | * According to their work quality, they can influence the productivity | * Can positively influence the company income * Can positively impact customers | * Incompetent personnel can turn away customers * Unqualified staff can make a loss for the company |
| The public | * Potential customers | * No | * Public opinion can attract attention to the company | * Bad public opinion, rumors can discourage potential customers |