

Stakeholders	Role of stakeholders	Impact / influence	What do they have	What do they need	Perceived risks and attitudes	Management strategy	Assigned team members
Credit card companies	Make percentage of every sale points	High	Monetary system	Profit	If customer adopt the token /point system	Weekly report on growth statistics	Director of team member
Service provider	Reputation Exposure	Low	<ul style="list-style-type: none"> Services Specials Tips 	<ul style="list-style-type: none"> Exposure Popularity 	Reputation if market does not deliver as promised	Provide tips and news	Director of communication
Public	Involved public	Medium	<ul style="list-style-type: none"> Word of mouth 	<ul style="list-style-type: none"> Popularity Increase sales 	Market failure and trash	Public engagement	User/ director of communications
App development team	Develop App	High	Design + develop App	<ul style="list-style-type: none"> Income 	Not meeting Company need and Customer expectations	Make and Follow timeline Open communication	Director / Product owner
Technical support team/ product owner	Problem solving	High	Make the use of the APP ease	<ul style="list-style-type: none"> Income 	Problem unable to solve	24/7 support	Director of company
Customer /Landscape gardener	Buying power	High	<ul style="list-style-type: none"> Right tree grows according customer need Money 	Quality and experience Exposer profit	Market failure	Constant communication For demands	Marketing Manager Sales team Director of communication
Tree co team	Everything	High	<ul style="list-style-type: none"> Time Resources Skills Run the organization 	Income	Company failure	Weekly touch base meeting with all departments	The whole team

Developer/ suppliers	Suppling product	High power but low interest	<ul style="list-style-type: none">• Work together with gardening supplies	Increase selling and buying profit	Market failure	Constant meetings and communications	Marketing Manager and Director
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