

STAKEHOLDER MANAGEMENT STRATEGY
CHUBBY GOURMET'S E-COMMERCE WEB APPLICATION

HIGHTABLE

**PROJECT DOCUMENTATION SUBMITTED TO THE FACULTY OF THE
SCHOOL OF COMPUTING AND INFORMATION TECHNOLOGIES**

ASIA PACIFIC COLLEGE

**IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
SYSTEMS ANALYSIS AND DETAILED DESIGN FOR IT
PROJMAN**

BY

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TABLE OF CONTENTS

1.	INTRODUCTION	3
2.	IDENTIFY STAKEHOLDERS	3
3.	KEY STAKEHOLDERS	5
4.	STAKEHOLDER ANALYSIS	Error! Bookmark not defined.



1. INTRODUCTION

Stakeholder management is an essential element of project management that can have a significant impact on the success of a project. The Stakeholder Management Strategy aims to identify, analyze, and prioritize stakeholders and their interests to develop a plan that effectively addresses their concerns and expectations. In today's business environment, it is essential to recognize that stakeholders can have a significant impact on the project's outcomes, positively or negatively. Therefore, managing stakeholders must be an integral part of any project management strategy.

The purpose of this paper is to develop a Stakeholder Management Strategy for the project and discuss its objectives and goals. This strategy will outline the steps to be taken to identify and engage with stakeholders and establish a plan to manage their interests effectively.

The following sections will outline the key components of the Stakeholder Management Strategy, including stakeholder identification, and analysis. It will also discuss the potential benefits of proper stakeholder management and the risks associated with inadequate stakeholder engagement. By implementing an effective Stakeholder Management Strategy, the project can maximize stakeholder support and achieve its objectives while minimizing potential negative impacts.

2. IDENTIFY STAKEHOLDERS

The goal of identifying project stakeholders is to ensure that all individuals, groups, organizations, or entities with an interest in or affected by the project are identified and documented.

The primary goals of identifying stakeholders are as follows:

- **Comprehensive Stakeholder Management:** The project team can develop a comprehensive stakeholder management strategy by identifying all stakeholders, including both major and minor stakeholders. This enables effective communication, engagement, and management of stakeholders throughout the project's lifecycle, which can aid in the development of positive relationships, the management of expectations, and the mitigation of potential risks or issues.

- **Minimizing Project Risks:** Identifying stakeholders helps in understanding their interests, concerns, and potential impacts on the project. This allows the project team to proactively address stakeholder needs and expectations and take appropriate actions to minimize potential risks. By identifying stakeholders early in the project, any potential obstacles or delays caused by unanticipated stakeholder issues can be mitigated or avoided.
- **Improving Project Success:** Involving and engaging stakeholders in the project can help it succeed. Stakeholders can provide valuable input, feedback, and support, allowing for more informed decisions, better project outcomes, and achievement of project objectives. The team can build stakeholder trust, gain their support, and increase the likelihood of project success by identifying stakeholders and incorporating their interests into the project.
- **Compliance and Ethical Considerations:** Identifying stakeholders is critical for compliance and ethics. Many projects have regulatory requirements or ethical considerations and identify all stakeholders' aids in ensuring compliance with applicable laws, regulations, and ethical standards. It also demonstrates a responsible and ethical project management approach by considering all stakeholders' interests.
- **Proactive Issue Management:** The identification of stakeholders enables proactive issue management. The project team can anticipate and address potential issues or conflicts by understanding their concerns, interests, and potential consequences. This contributes to project momentum, disruption reduction, and smooth project execution.

Overall, the goal of identifying stakeholders is to ensure that all relevant parties are identified, engaged, and managed effectively throughout the project's lifecycle to reduce risks, improve project success, and promote responsible project management practices.



3. KEY STAKEHOLDERS

The key stakeholder of the Chubby Gourmet e-commerce web application is Ms. Priscilla Mariano, the owner of the business. Ms. Mariano is the main user and decision-maker for the business and will be the primary beneficiary of the new system. As a one-woman business, she handles all aspects of the business, including managing orders, inventory, and customer inquiries. Therefore, it is crucial to ensure that the new web application is tailored to meet her specific needs and is user-friendly.

As the key stakeholder of the web application, Ms. Mariano's feedback and involvement in the development process will be critical to ensure that the final product meets her needs and expectations. She is also the key decision-maker for the project and has the authority to approve any changes or modifications to the web application.

Stakeholder Register / Profile

Name	Position	Internal/External	Project Role	Contact Info
Ms. Priscilla Mariano	Business Owner	Internal	Internal User of the system / Admin	priscillamariano403@gmail.com

Table 1: Stakeholder Register / Profile

Sponsor Acceptance

Approved by the Project Sponsor:

Priscilla Mariano
Business Owner

Date: _____