**MATRIZ DE INTERESADOS**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Compromiso** | | | | | **Poder / Influencia** | **Intereses** | **Estrategias** |
| Interesado | Desconoce | Se Resiste | Neutral | Apoya | Líder |
| Dueña de la bodega "DAYLUZ" |  |  |  | D | X | A | A | Gestionar de cerca |
| Trabajadora María Gonzales |  |  | X | D |  | A | B | Mantener Satisfecho |
| Trabajador Juan Quispe |  |  | X | D |  | A | B | Mantener Satisfecho |