

# Introduction to Stakeholder Mapping for 5G Mobile Phone Upgrades

Stakeholder mapping helps understand the various individuals and groups impacted by a 5G mobile phone upgrade. By identifying and analyzing stakeholders, companies can develop effective strategies for communication, engagement, and managing expectations.

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# Identifying Key Stakeholders

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## Internal Stakeholders

These include employees within the company who directly contribute to the 5G upgrade, such as engineering, marketing, and sales teams.

2

## External Stakeholders

These are individuals or groups outside the company who are impacted by the 5G upgrade, including customers, suppliers, regulatory bodies, and industry associations.

3

## Government Agencies

Government agencies play a vital role in the 5G upgrade by allocating spectrum, setting regulations, and overseeing the deployment of 5G networks.

4

## Media and Influencers

Media outlets and influential individuals can significantly impact public perception of the benefits and risks of 5G technology.



# Analyzing Stakeholder Interests and Influence

## Interests

Each stakeholder group will have different interests in the 5G upgrade, such as improved performance, cost savings, or regulatory compliance.

## Influence

Stakeholders vary in their level of influence, ranging from high-level decision-makers to community groups.

## Impact

Understanding the potential impact of the 5G upgrade on each stakeholder group is crucial for shaping engagement strategies.

Stakeholder Group	Interests	Influence	Engagement Strategies
Customers	Faster speeds, better coverage	High	Product demos, promotions
Employees	Job security, training opportunities	Medium	Internal communication, training programs
Regulators	Compliance, public safety	High	Transparency, collaboration
Suppliers	Contracts, technology partnerships	Medium	Negotiations, joint ventures