

Mobile Discounts App

Stakeholder Register						
Name	Type	Internal/External	Impact Level (Power)	Level of Involvement (Interest)	Stakeholder mapping	Communication Preference
Customer	Customer	External	High	Low	Keep Satisfied	Email / Chat / Phone
Client	Customer	External	High	High	Manage Closely	Phone / Zoom
PM	Employee	Internal	High	High	Manage Closely	Email
QA	Employee	Internal	Low	High	Keep Informed	Phone / Zoom
Internal Teams	Employee	Internal	Low	High	Keep Informed	Face to face
Sponsors	Investor	External	High	High	Manage Closely	Phone / Zoom
Partner Stores	Customer	External	Low	High	Keep Informed	Face to face
Google	Supplier	External	Low	Low	Monitoring	Email
Xclusive	Competitor	External	Low	Low	Monitoring	Email
Shukran	Competitor	External	Low	Low	Monitoring	Email
Bank	Creditor	External	High	Low	Keep Satisfied	Email
Government	Regulator	External	Low	Low	Monitoring	Email