High Influence, High Interest:

Founders/Owners: Individuals who started Sugar Cosmetics or hold significant ownership.v

Key Investors: Investors who have a major stake in the company.

Cosmetics or hold significant ownership.

High Influence, Low Interest:

Board of Directors: Individuals who oversee the company's operations and make key decision

Regulatory Bodies: Government agencies or bodies that regulate the cosmetics industry.

Low Influence, High Interest

influence

Customers: People who buy Sugar Cosmetics products.

Employees: Staff working for Sugar Cosmetics. Low Influence, Low Interest

General Public: Individuals not directly involved with the company but who may have a general interest in its products or activities.