

Stakeholder Analysis and Engagement Strategy for ShopWorld Inventory System

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Role: Business Analyst

This Stakeholder Matrix outlines the roles, interests, and influence of each stakeholder. It helps us prioritize engagement by clarifying which stakeholders need to be contacted frequently, kept updated, actively managed, or monitored.

| Stakeholder | Role | Interest | Influence |
|-----------------------|--------------------------------|---|-----------|
| Store Managers | Frontline retail managers | Want real-time inventory updates, fewer stockouts, and smoother operations to boost daily sales | High |
| Warehouse Supervisors | Oversee stock handling/storage | Want improved coordination, faster stock movement, and fewer manual errors or delays | Medium |
| Purchasing Managers | Handle stock ordering | Want accurate reorder alerts and better stock level visibility to avoid under- or over-ordering | High |
| Vendors | Supply goods to ShopWorld | Want predictable orders, timely communication, and smoother coordination for better delivery planning | Medium |
| Inventory Manager | Oversees overall stock system | Wants accurate tracking, clear dashboards, and fewer manual tracking issues | High |
| Procurement Manager | Oversees purchasing strategy | Wants timely updates on stock conditions and visibility into fast- and slow-moving items | High |
| Customers | End-users who buy products | Want product availability and no stockouts when they visit stores | Low |

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| IT Team | Technical integration support | Want smooth system setup, no downtime, and tools that are easy to maintain | Medium |
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STAKEHOLDER ANALYSIS BREAKDOWN

1. Store Managers

- **Role:** Frontline retail managers
- **Interest:** Want real-time inventory updates, fewer stockouts, smoother operations to boost daily sales
- **Influence:** High
- **Engagement Frequency:** Weekly
- **Purpose:** To involve them in reporting frontline stock issues and to guide adoption of real-time updates for better sales and restocking decisions
- **Tools:** Power BI dashboards for insights, email updates, collaborative platforms (e.g., Teams)
- **Communication Channels:** Direct meetings, calls, collaborative tools

2. Warehouse Supervisors

- **Role:** Oversee stock handling/storage
- **Interest:** Want improved coordination, faster stock movement, and fewer manual errors or delays
- **Influence:** Medium
- **Engagement Frequency:** Bi-weekly
- **Purpose:** To get feedback on warehouse flow and ensure the inventory system aligns with real-time warehouse processes
- **Tools:** Email briefs, quick reporting dashboards, process walkthrough videos
- **Communication Channels:** Team meetings, Slack, emails

3. Purchasing Managers

- **Role:** Handle stock ordering
- **Interest:** Want accurate reorder alerts and better stock visibility
- **Influence:** High
- **Engagement Frequency:** Weekly
- **Purpose:** To inform them about the new restocking pattern driven by barcode-based alerts, ensuring timely and informed order placements
- **Tools:** Inventory dashboards, supply chain status reports, alert systems
- **Communication Channels:** Email updates, procurement sync meetings

4. Vendors

- **Role:** Supply goods to ShopWorld
- **Interest:** Want predictable orders, timely communication, and smoother coordination
- **Influence:** Medium
- **Engagement Frequency:** Monthly
- **Purpose:** To keep them informed about new order patterns and delivery expectations so they can align supply schedules
- **Tools:** Delivery schedules, shared planning templates, email summaries
- **Communication Channels:** Emails, calls, vendor portal messages

5. Inventory Manager

- **Role:** Oversees stock system
- **Interest:** Wants accurate tracking, clear dashboards, and fewer manual issues
- **Influence:** High
- **Engagement Frequency:** Weekly
- **Purpose:** To ensure they are part of testing, validating, and managing the barcode-based inventory system

- **Tools:** Inventory tracking tools, anomaly detection dashboards, daily logs
- **Communication Channels:** Project reports, check-ins

6. Procurement Manager

- **Role:** Oversees purchasing strategy
- **Interest:** Wants updates on stock status and movement insights
- **Influence:** High
- **Engagement Frequency:** Weekly
- **Purpose:** To align them with the new strategy and provide insights for better planning of high- and low-performing stock
- **Tools:** dashboards, performance trend reports, forecast summaries
- **Communication Channels:** Strategic review meetings, emails

7. Customers

- **Role:** End-users who buy products
- **Interest:** Want product availability and no stockouts
- **Influence:** Low
- **Engagement Frequency:** Monthly survey or report
- **Purpose:** To monitor satisfaction post-implementation and confirm if stock availability has improved from the customer's perspective
- **Tools:** Customer feedback tools, Product availability updates, SMS/email alerts, shelf labels
- **Communication Channels:** Surveys, feedback forms

8. IT Team

- **Role:** Tech integration support
- **Interest:** Want smooth system setup, no downtime, and maintainable tools
- **Influence:** Medium
- **Engagement Frequency:** As needed (project-based)

- **Purpose:** To collaborate on system deployment, ensure data flows correctly, and support technical integration and troubleshooting
- **Tools:** Dev platforms, Jira, Tech status reports, bug trackers, integration documentation
- **Communication Channels:** Standups, sprint reviews, email threads