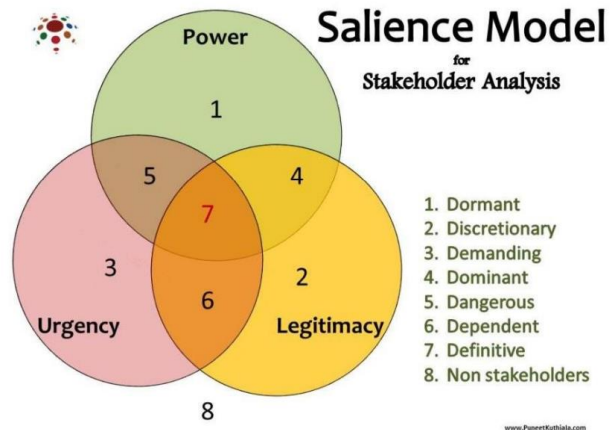
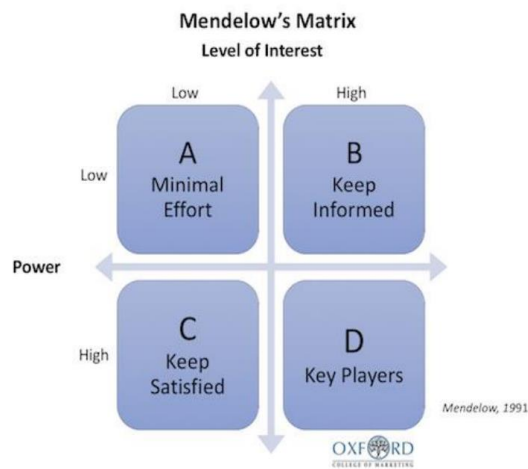


## Stakeholder Analysis

### Stakeholder Categorization



\*MM -> Role of the Stakeholder according to Mendelow's Matrix

\*SM -> Role of the Stakeholder according to Saliency Model

### Internal Stakeholders:

#### 1. Owner

MM- Key Player

SM- Definitive

#### 2. Employees

MM- Keep informed

SM- Dependent

External Stakeholders:

1. Customers  
MM- Keep informed  
SM- Dominant
2. Energy Provider  
MM- Keep Satisfied  
SM- Dormant
3. Bank  
MM- Keep Satisfied  
SM- Dormant
4. GDPR  
MM- Keep Satisfied  
SM-Dominant
5. Prepaid System Provider  
MM- Keep Satisfied  
SM- Dormant
6. Competitors  
MM- Keep informed  
SM- Dangerous