**Shareholder Analysis FYP**

**Introduction**

My final year project

**The 10C’s**

1. Commissioners: those who pay the organization to do things.
2. Customers: those who acquire and use the organization’s products.
3. Collaborators: those with whom the organization works to develop and deliver products.
4. Contributors: those from whom the organization acquires content for products.
5. Channels: those who provide the organization with a route to a market or customer.
6. Commentators: those whose opinions of the organization are heard by customers and others.
7. Consumers: those who are served by our customers: i.e. patients, families, users.
8. Champions: those who believe in and will actively promote the project.
9. Competitors: those working in the same area who offer similar or alternative services.
10. Collateral: bystanders and others who are not involved in any way but who are harmed by the activity.

**Expected Benefits**