Stakeholder Analysis

Our Key Stakeholders:

Tourists:

There is a significant lack of infrastructure for tourists to use to navigate around Lobitos. The brief describes them as getting “heavily sunburnt” as they must walk long distances in hot weather to their desired destinations.

By offering affordable transport to navigate the area, we will allow tourists to spend more time doing the things they travelled to Lobitos to do, whilst also creating a better experience for them overall as they don’t have to spend as much money on taxis.

Lobitos Residents:

Some of the Lobitos residents expressed a desire for ecological methods of transport to be available for tourists to use. Our bike-sharing scheme will enable tourists to travel cheaply and sustainably.

Bike Owners:

Some of the Lobitos residents own bicycles which may spend a period each day sitting idle waiting to be used. By using our system, the residents will be able to earn revenue by allowing tourists to hire their bikes to travel to surrounding areas.

Secondary Stakeholders:

Taxi Companies:

Currently, a small number of taxi companies have a monopoly over Lobitos. These taxi companies will be our direct competitors as we offer a more attractive option for tourists looking to navigate around the area – as opposed to taxis which are expensive and require long wait times for the car to be filled with passengers before travelling.

It is possible that the companies will have a negative attitude towards the idea of bike-sharing as it will give potential customers a way out of having to pay for taxis to travel. Ideas such as selling advertising space to these taxis companies on our own app may help to dispel a negative attitude towards our scheme.

Hotel-organised taxis:

Some of the hotels in Lobitos operate a small fleet of taxis for a few tourists to use to get around the local area. Like the taxi companies, they will be direct competition however, as the fleet is a small-scale operation, they are likely to be much more tolerant towards our operation.

Bike Maintenance Crew:

As part of our operation, we will need to either train local residents to be able to maintain and repair the bikes in the fleet or to have a crew of maintenance staff on location to assist if a bike becomes damaged or broken. Due to the relatively small number of bikes available, it is important to be able to quickly repair the bikes within the fleet.

Website & App Technicians:

A significant part of our operation is the website which bikes can be rented through. Therefore, it is paramount that if the website encounters problems, that they can be fixed in a short time frame to ensure the service can continue to run effectively. To ensure this is the case, a small team of technicians may be necessary to carry out updates for the system as well as routine maintenance.