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| **Stakeholder Group** | **Internal / External** | **Operational / Executive** | **Description** |
| Customer Support Agents | Internal | Operational | Use the CRM's unified customer profile to provide fast, accurate, and personalized support. Their efficiency is tied to having complete customer data on a single screen |
| Sales Team | Internal | Operational | Utilize the Sales and Analytics Dashboard to understand customer trends and product performance to inform strategies and targets. |
| Delivery Dispatchers | Internal | Operational | Work within the Delivery and Logistics Hub to monitor rider GPS tracks, assign orders based on proximity/availability, and manage delivery zone capacities |
| Inventory Managers | Internal | Operational | Rely on the Inventory and Supplier Management module to track stock levels, receive low-stock alerts, manage supplier information, and analyze waste reports. |
| Riders | Internal | Operational | The end-users of the delivery coordination aspect. Their performance metrics (punctuality, orders/hour) are tracked by the system, directly impacting their workflow and evaluation. |
| System Administrators | Internal | Operational | Manage the system's backend, configure Role-Based Access Control (RBAC), and perform Bulk Actions to maintain system efficiency and data integrity. |
| Senior Management | Internal | Executive | Use the high-level analytics and real-time dashboards for data-driven decision-making, strategic planning, and monitoring overall business health (e.g., delivery delays, cancellation rates). |
| Suppliers | External | Operational | Their information and provided products are recorded in the system. The CRM's procurement planning and inventory alerts directly affect the supply chain and their interactions with Breadfast. |
| Regulators | External | Executive | Interact with the system's compliance and reporting features to ensure adherence to food safety, data privacy, and labor regulations. They may audit data logs, review safety reports, and monitor operational metrics to ensure legal and regulatory compliance. |