**Week 2 – Assignment #2 (Relaxing Travel Case Study – Stakeholder Registry)**

Group 11

Pierce College – Session 6 2023

MIS 302: Project Management

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**Stakeholder Register for Relaxing Travel Scenario A**

| **Name** | **Position** | **Internal/External** | **Project Role** | **Contact Information** |
| --- | --- | --- | --- | --- |
| **Marie Brown** | Majority Owner | Internal | Project Sponsor |  |
| **Joseph Brown** | Majority  Owner | Internal | Project Sponsor |  |
| **Justin Brown** | Minority Owner | Internal | Stakeholder |  |
| **Elena Brown** | Minority Owner | Internal | Stakeholder |  |
| **PMA** | Consultant | External | Project Manager |  |
| **Employees** |  | Internal | Stakeholder |  |
| **Customers** |  | External | Stakeholder |  |
| **2nd Loc. Owner** | Building Owner | External | Stakeholder |  |
| **New Loc. Owner** | Building Owner | External | Stakeholder |  |

**Project Sponsors** – Marie and Joseph Brown are the original owners of Relaxing Travel. Currently, the owner of their second location has sold and the new owners have decided to raise rent for all tenants. Marie and Joseph Brown are the majority owners and have decided hiring PMA was in their best interest to help evaluate and guide them with two possible options: either remain in their current second location or move to close their second location and relocate. Both Maria and Joseph do not want to leave their loyal customer base of the past ten years, but also worry that they will not be able to be profitable with exorbitant rent increases. They are looking to PMA for guidance on what their best possible outcome might be, and what financial risk that both options are going to require. Marie and Joseph have set a budget of $100,000 and a timeline of three for completion.

**Project Manager** – With PMA being brought on to advise Relaxing Travel, it is their goal to offer Project Sponsors guidance towards either staying at their current location or moving to a new location. Provide the Project Sponsors with estimates of what their new landlords could possibly charge, and how this will affect their bottom line. PMA will also provide guidance and support regarding Relaxing Travel relocating from their current second location, to a new location. While working on the relocation, PMA will also include possible upfront costs that might be needed if relocating is decided. These upfront costs include rent, renovations, moving, advertising of new location, and time frame from start to finish for moving to new location. PMA will stay within the requirement set by the Project Sponsors. All work must be completed within three months and within the $100,000 budget.

**Stakeholders –** After the initial consultation with Marie and Joseph, PMA has determined that there are a minimum of six different stakeholders that must be accounted for during this project. These stakeholders include Marie and Joseph’s children, Justin, and Elena. Both Justin and Elena are minority owners in Relaxing Travel and are not Project Sponsors. Relaxing Travels employees and customers at their second location are another group of stakeholders that have been identified. Finally, the current second location building owner, and the new possible location building owners are the final stakeholders that have been identified.

Though Justin and Elena Brown are both minority owners, they have been identified as not only stakeholders, but are the management team at the second location. PMA must work closely with both Justin and Elena to help determine the current foot traffic that they receive daily. Their input will be crucial in determining if the new building owner is willing to work with long-term tenants. By using their input, we can determine if Relaxing Travel can be financially feasible in their current location, or if moving is their better option. Face to face interviews with these stakeholders will be our best way to gather information.

The second group of stakeholders that we have identified are the employees and customers of Relaxing Travel. Currently Relaxing Travel’s second location employs seven employees. They are a major stakeholder since they are dependent on the success of Relaxing Travel. PMA will send surveys to all employees at the second location to determine their thoughts about staying at their current location and how they feel about moving. We must determine if Relaxing Travel does move, will some employees leave. By using the surveys, we can keep the information collected anonymous and provide the proper feedback to the Project Sponsors. The current customers that use this second location will also need to be surveyed. They are another important stakeholder since they are the driving force behind Relaxing Travels success. We must find out whether they will travel to a new location. PMA will also travel to possible new locations and canvas the area on whether new customers would be willing to use Relaxing Travel to help plan their future vacations.

The last two stakeholders that must be taken into consideration are the owners of the current location, and the owner of the possible new location. PMA must determine if the owner of the current second location is willing to negotiate a reasonable price increase with a 10-year tenant. Will they decide that they would rather have the location occupied instead of vacant? PMA will discuss with the possible new location owner what kind of lease agreement they would be willing to sign. These two stakeholders will have a lot at stake. Are they going to keep or gain a tenant? Are they willing to have a storefront go vacant without knowing when a new tenant might occupy the space.