# Stakeholder Analysis Table

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| Stakeholder | Role & Relationship to System | Key Concerns | Pain Points | Success Metrics |
| Business Owner | Uses the app to manage inventory & sales. | Needs easy-to-use system & offline support. | Manual inventory tracking is time-consuming. | Reduce inventory errors by 50%. |
| Customers | Receives promotions & purchases products. | Wants quick service & promotions via WhatsApp. | No engagement or personalized discounts. | 30% increase in returning customers. |
| Financial Lenders | Uses sales data to evaluate loan applications. | Needs accurate cash flow records. | Business owners struggle to provide financial reports. | Faster loan approvals. |
| Developers | Builds & maintains the system. | Ensure system scalability & security. | Limited resources & support for low-tech users. | 99.9% system uptime. |
| System Administrators | Manages backend, security & database. | Data security, backups, & updates. | Cybersecurity risks & data loss. | Zero data breaches & regular backups. |