

STAKEHOLDER ENGAGEMENT PLAN		
Project Name	TeaStir	
Name	About the Stakeholder	How to Engage the Stakeholder
Sponsor	Timothy Maciag is the sponsor of the project. Provides overall direction; approval of the activities and scope of the project; responsible for key decisions and project direction.	<p>Meet requirements:</p> <p>Meet requirements in given time and show results.</p> <p>Discuss any problems related to funds, time or team.</p> <p>Have timely manner meetings about the progress of the activities and project.</p> <p>Provide information:</p> <p>Provide documentation about the project.</p> <p>Give new ideas which could be integrated into the project for better performance.</p>
Franchises and Retailers	<p>Franchise: DAVIDsTEA, bubbletea, StarBucks etc. Most likely to acquire the project or integrate into their system.</p> <p>Retailer: Small businesses looking to generate more customers. Send traffic to retailer sites for purpaching items.</p>	<p>Provide information:</p> <p>Showcase structure of the project which could help their business model. In addition, developing a demo of the project in use from the user's perspective to deliver.</p> <p>Delivering traffic reports of users sent to retailers' sites for a purchase.</p>
General Public	Future customers who will be utilizing our platform for personal recommendation of products	<p>Pay close attention and Monitor</p> <p>Monitoring the numbers of accounts made on our site to see users' engagement with the platform. Using this data to decide if more functionality should be added to the platform.</p> <p>Using previous users to effectively retevie new users by referral links and</p>

		giving customized snap cards to existing users for posting them on social media .
Project developers	All of the members involved in the development of the project. Members are concerned with the development and successful running site for experience using on resume.	Meet requirements: Completing the members part on time. Discuss functionalities and project processes in meetings.