

Stakeholder Analysis

Project name: Start a new restaurant

Description of project: To start a new restaurant with the objective of providing exceptional customer service, world class dining experience with high quality food.

Stakeholder	Interest/Expectations	Importance (Scale: 1 = Very Low Importance to Success to 5 = Critical to Success)
Banker	To ensure restaurant infrastructure and capital goals are met. To receive money in a timely manner as planned without failed or missed payments.	3
Friends	Make profits and generate revenues to achieve positive return on investment and provide satisfactory service to customers.	2
Family	Make profits and generate revenues to achieve positive return on investment and provide satisfactory service to customers.	2
Chef	To attract customers with uniquely curated menus and delicious food and contribute to the growth of the restaurant.	5
Customers	To explore and evaluate the new menu items and services to see if they differ from those offered by other restaurants and if they live up to customers' expectations for both quality and cost.	5
Restaurant Manager	To coordinate all activities within the restaurant and ensure smooth day to day operations within the restaurant.	5
Suppliers	Supply high quality raw materials in bulk and for a cheaper price to meet daily requirements to facilitate smooth operation of the restaurant as expected.	5

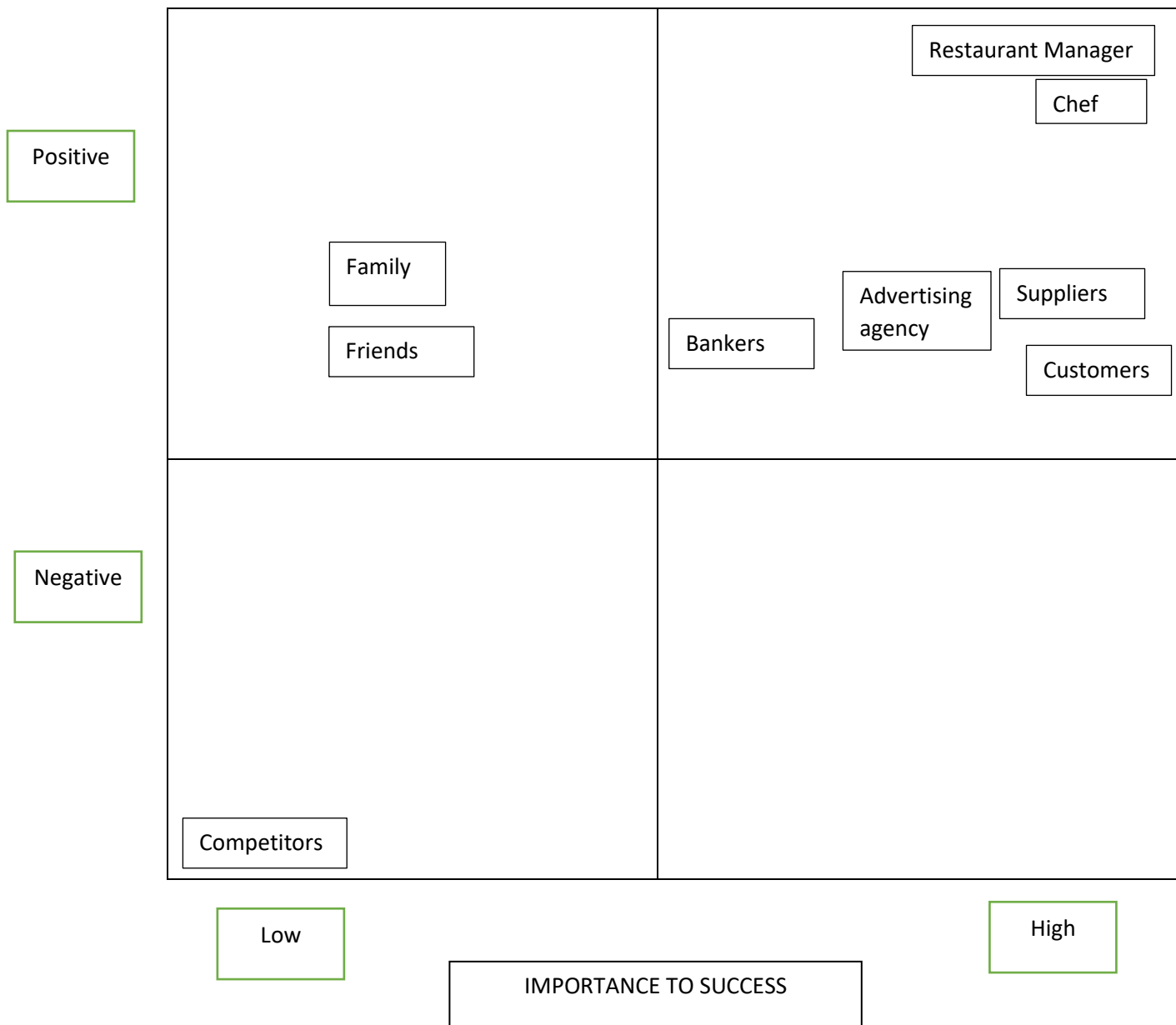
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Advertising agency	To help spread news about the restaurant opening to a wide range of customers to attract crowd and make the business lucrative.	4
Competitors	To understand the restaurant management and customer attraction strategies and type of food and services offered and for benchmarking purposes.	1

Stakeholder Analysis

Stakeholder map

(Positive/Negative on the left below are measures of interest/feelings about the project)



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Stakeholder Action Plan

Stakeholder or Stakeholder Group	Actions	Comments
Employees	To review daily tasks, assignments and action plans through meetings and reports.	Prepare notes prior to the meeting to ask relevant questions.
Investors	Meet with investors biweekly to discuss project status, risks, and issues.	Find investors actively investing in food-based industry
Media	Meet weekly to discuss ways of promoting the restaurant and access if these ways are working.	Stay up to date with current marketing trends and promotions.
Government	To propose agenda, location and expected revenue generation ideas to access tax calculations.	Determine location of the restaurant before tax assessment
Licensing Agents	Meet with the Licensing authorities to gather the requirements before submitting applications. Post applying, call them regularly To check the status of the application.	Access location-based terms and regulations.