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**Instructions**: Detailed instructions will be reviewed in class. At least eight stakeholders and four stakeholder groups must be included. Save the file with your last name and first initial, for example, I would save this file as, “Stablein T – Stakeholder Analysis Exercise 20221006”.

**Project name:** Planning of a wedding event

**Description of project:** This project aims at organizing a successful wedding event that meets the expectations of the customers within stipulated time and budget.

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| **Stakeholder** | **Interest/Expectations** | **Importance**  **(Scale: 1 = Very Low Importance to Success to**  **5 = Critical to Success)** |
| The bride and the groom | They are expected to put forth their ideas throughout the planning phase. They are responsible for setting boundaries on the amount of money spent. Their interests lie in a fun-filled memorable wedding event for them and the guests. | 5 |
| The closest family/friends of the bride and groom (e.g.: parents, siblings) | They fund the wedding event along with the bride and groom. The bridegroom, bride, and the event organizer look forward for their help in planning a successful wedding event. They pay close attention to the Guest courtesy and hospitality. | 5 |
| Event Manager | Hopes to Create an executable plan for organizing the event. They set the expected outcomes by Assigning tasks. They are interested in timely completion, task perfection and client satisfaction. The Manager expects all the members on the team to change their course of actions with respect to the changing plans. | 5 |
| Hotel manager | Finalizes a deal by making offers that are beneficial to both his company and the client. The manager also expects to receive good feedback from the guests by ensuring the provision of top-notch services. The manager’s interest in good guest feedback arises from the fact that good feedback leads to good profits in future. | 4 |
| Hotel staff | They also expect good guest feedback and rewards in return for their services. | 3 |
| Transportation team | This team includes a group of drivers, and a vehicle rental agent. The vehicle rental agent’s final goal is to crack the deal by making undeniable offers that result in a positive net profit. The service conditions of the vehicles associated with him/her is of great importance for any vehicle rental agent. The drivers’ expectations are similar to the expectations of the hotel staff (i.e., good feedback and tips) | 3 |
| Sound and lighting technicians | They would want to expand their business by contributing to the success of an event with the aid of power backup, lighting setup and music. | 5 |
| Stage Crew | The Stage manager expects all the workers on his team to make necessary arrangements according to the seating layout and, stage layout given by him/her. The manager must hire workers who can make necessary arrangements according to the stage and seating layout handed out by him/her. Their aim would be to setup the stage, podium, and seating for the event to occur. Guest comfort, accessibility is their priority. The stage must be strong enough to accommodate enough number of people. They expect sufficient pay and efficient plan before starting off. | 5 |
| Utility workers | Ensure cleanliness in the event and dining area. Good food will not receive the required appreciation if clean spaces are not provided to consume it. Also, this greatly affects guest’s presence. This in turn affects the business and the jobs offered to the cleaning team. Therefore, their interests must align with the company’s interests. | 5 |
| Decor team | They polish the appearance of the venue by decorating the venue with respect to the client’s taste. They ensure that the decorating costs fall within the budget. Customer or guest appreciation and feedback creates positive impact on them. | 3 |
| Fashion Designer | Uses this opportunity to display their work and abilities. They try to align their work with client’s preference. | 4 |
| Fashion team | They complement the clothing designed by the fashion designer to enhance the appearance of bride and groom with their skills. This improves their chance of being hired | 4 |
| Tailors | Their work must materialize the ideas of Fashion designer. This increases their scope of being hired. Any wardrobe malfunctions are also taken care of by them. | 5 |
| Head chef | The head chef sets the platform for the dining team by finalizing the menu and acquiring the necessary ingredients. They work on meeting the taste and quality expectations of the client. | 5 |
| Cooks | They must use the guidelines given by the chef to cook tasty food that is appreciated by Head chef and guests. | 5 |
| General utility workers | They keep the food containers and cooking vessels clean and sanitized. Cleaning the vessels thoroughly is a mandatory protocol before cooking and serving. | 5 |
| Food attendants | They improve the food service by refilling the food from time to time. They reduce food wastage by increasing the food consumption with cordial service. | 4 |
| Photographers | Their role is to help customers relive the moments by capturing good memories in cameras. They also collaborate with the lighting team and décor team to build the required setup for a photo session. | 3 |
| VFX and editing team | Their goal is to perform final edits on the videos and photos before delivery. | 2 |
| Printing team | This team creates hard copies of the photos captured by the photographers. They make working easier by printing out instructions and plans. Guest invitations are also printed by this team. | 5 |
| Content Writers | Resolve the communication barriers by writing content for delivery. This content can be used for speeches, invitations. | 2 |
| Design team | Interested in Improvising the look of the invitation. Designing the photo album. | 2 |
| Guests | Their presence adds value to the event. All they expect is to enjoy the wedding with the loved ones. They expect to get a break from busy lives. | 5 |
| Finance Manager | Distributes the total funds to different departments. Very crucial to make the wedding happen. | 5 |

Negative

**Stakeholder map**

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

Negative

Positive

Finance Manager

|  |  |
| --- | --- |
| Content Writers  Design Team  VFX and editing team  Photographers  Décor Team  Hotel Staff  Drivers | Head Chef  The bride and the groom      Food attendants  Vehicle Rental Agent  Utility workers  General utility workers  Guests  closest family  Fashion Team  Fashion Designer  Printing team  Stage crew  Cleaning team  Cooks  Tailors  Event Manager  Sound and Lighting Technicians |
|  |  |

High

Low

IMPORTANCE TO SUCCESS

|  |  |  |
| --- | --- | --- |
| **Stakeholder or Stakeholder Group** | **Actions** | **Comments** |
| Clients  (Includes bride, groom and close family members involved in planning) | The clients input their ideas to plan the wedding. They make all the necessary payments. They also decide the final guest list. | They must communicate their ideas properly. They must handle all the creative differences. |
| Event Manager | The event manager must be available to the clients whenever required. He/she must manage all the members on the team. They must contribute to collaboration between teams. Their plans must be in par with the client’s ideology and budget. | They must be flexible and open to ideas. They must predict the outcomes and costs before finalizing their plans. |
| Hotel team (Hotel Manager and Hotel staff) | They must accommodate the guests and their baggage throughout the event. The customer concerns must be answered throughout their stay. All chargeable services must be tracked. | They must ensure that all the included services are provided as promised. The quality of services must be taken care of. |
| Transportation team  (Vehicle rental agent and drivers) | They must provide pickup and drop services to all the guests and clients as requested and promised. They must monitor the condition of vehicle and fuel. All the necessary paperwork must be done before renting the vehicle. | The condition of the vehicle must be thoroughly checked by both rental agent and clients/event organizer before renting it out. The vehicle must be intact at the time of return also. Any possible additional charges must be communicated before renting the vehicle. |
| Venue Management crew (Includes all the in-house staff and décor team) | Taking inputs from clients. Finalizing the theme. Setting up the platform. Handling in house maintenance activities such as cleaning etc. Adding color and light to the place. | They play a key role in avoiding event disruptions. Hence, they must be alert throughout the event. The crew head must hire and manage all the necessary members like cleaning staff, technicians. Their participation in decoration is crucial for customer satisfaction. |
| Styling crew | They also take inputs from customers. They finalize outfits. They offer professional make over services. All clothing discomforts and malfunctions are tackled by them | They must be alert throughout the event. They must be ready to respond to customer issues. Their designs must showcase their talent and must also satisfy the customers. |
| Dining team | They take care of everything from food preparation to food consumption. The handle cleaning activities before and after the event. | The food must be tested by both chefs and the client before serving it to the guests. The head chef must seek client approval before finalizing dishes. The quantities must be estimated correctly |
| Media team | They create content and designs to engage the clients and event audience. Any reels and social media content is also handled by them. Album creation and guest invitations are done by this team | They must be careful about the choice of words. The message must be delivered correctly. They must make sure that a retrospect of the wedding event will be possible. |
| Guests | In most cases, the success of event is measured by guest feedback and client satisfaction. The essence of the event lies in the interaction of event audience. | Must use this opportunity to socialize. Must bless and wish the bride, groom on this auspicious occasion. |
| Finance manager | Must invest all the funds in the right places. Must give an estimate of budget for the event. He/she is held accountable for all the money invested in the event. | Stay updated by collaborating with all the teams. Maintain a record of all incoming and outgoing transaction. Preserve all the bills. |