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| **Stakeholders** | **Their Goals** | **Behavior expected** | **Positive or Negative to changes** | **Likely reactions** | **Ideas for action** |
| Founder / C.E.O | * New system * Sales data * Growth of the company | Expects company growth and more profit | Positive | Interested in outcome of new system. | Continued development of businesses. |
| Executive Director | * New system * Wholesales data | Expects change | Positive | Interested in outcome of new system. | Continued development of businesses. |
| Head of Development | * New system * Sales data in Baltic Countries | Expects change | Positive | Interested in outcome of new system. | Continued development of businesses . |
| Marketing manager | * New system * Sales data to the Lithuanian pharmacies | Expects change | Positive | Interested in outcome of new system. | Continued development of businesses . |
| Software handlers | * New system | Expects negative change and are worried about new software being more difficult to handle. | Negative | Possible resistance. | Implement a user friendly system. |
| Workers | * New system | Expects more approachable data. | Positive | Little/No resistance | Implement a user friendly system. |