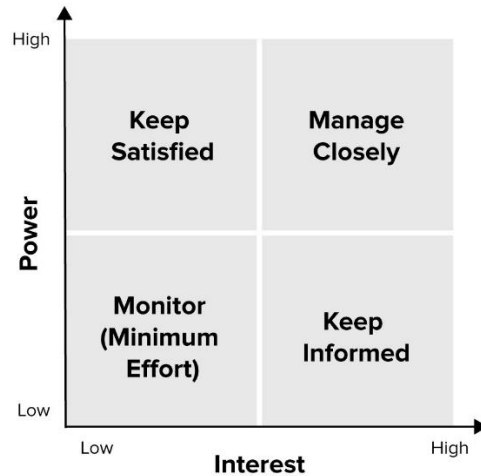


STAKEHOLDER ENGAGEMENT & COMMUNICATION PLAN

1. STAKE ANALYSIS



Stakeholders	Monitor	Keep Informed	Keep Satisfied	Manage Closely
Customer				✓
Sponsor				✓
Businesses Owners and Managers			✓	
Opinion Leaders		✓		
Application Users				✓
Marketing team				✓
Shopping malls		✓		

2. STAKEHOLDER ENGAGEMENT ASSESSMENT MATRIX

Stakeholders	Unaware	Resistant	Neutral	Supportive	Leading
Customer				C	D
Sponsor			C		D
Businesses Owners and Managers	C			D	
Opinion Leaders			C		D
Application Users			C	D	
Marketing team	C			D	
Shopping malls	C			D	

3. COMMUNICATIONS MANAGEMENT PLAN

MESSAGE/PURPOSE	RESPONSIBILITY	AUDIENCE	MEDIUM	CONTENTS	FREQUENCY/TIMING
PROJECT STATUS	PM	Customer/Sponsor	Meeting	Accomplishments during a sprint, What's next, Issues and bugs faced, Key learnings, Modifications.	Once at the end of every sprint -Monthly Maximum-
IDENTIFYING IMPORTANT AUDIENCE	PM	Marketing Team	Online Meeting	Identifying Targeted Businesses, Opinion Leaders, and shopping malls to make a plan for how to reach them, how to take an action, and help them to know when they have to start work.	One time after knowing and finishing identifying all the stakeholders.
PROJECT PLANNING	PM	Team	Online Meeting	What is next, decision making, listening to suggestions.	Once at the beginning of every sprint
PROJECT OVERVIEW	PM	Opinion Leaders	Meeting	Discussion on project benefits, Extra benefits for opinion leaders, A brief on how to use the application to get the benefit of every single promotion. Listening to what should be added and trends.	Before releasing the application.
PROJECT STATUS REPORT	Team	PM	Email	Accomplishments, Bugs, Risks, what is next.	Weekly