## **Stakeholders**

### **Internal Stakeholders:**

* **Admin (System Owner):**  
   Responsible for managing the platform, monitoring advertisements, and controlling user permissions.
* **Developers / IT Team:**  
   The team in charge of building, maintaining, and updating the system.
* **Customer Support Team:**  
   Provides assistance to advertisers and resolves technical or operational issues.

### **External Stakeholders:**

* **Advertisers (Companies / Individuals):**  
   Users who create, manage, and run advertising campaigns on the platform.
* **End Users (Audience):**  
   The target consumers who view the advertisements.
* **Payment Gateway Providers:**  
   Third-party services that handle online payments for ad placements.
* **Regulators / Legal Authorities:**  
   Entities ensuring that advertisements comply with advertising standards, consumer rights, and legal regulations.