

- **Stakeholder Engagement Plan:**

Stakeholder	Unaware	Resistant	Neutral	Supportive	Leading
Customer	C			D	
Shops	C			D	
Developers			C	D	
Marketing			C		D
Investors			C	D	
Government			C D		
Banks			C D		

C = Current

D = Desired

- **Stakeholder Communication Plan:**

Message / Purpose	Responsibility	Audience	Medium	Contents	Frequency / Timing
Project Features	Marketing	Customers	Ads (TV, Social Media)	Features	Daily
Project Status	PM	Shops	Online Meeting	Progress, benefits, risks	Weekly
Development plan	Team leader	Developers	Face-to-Face Meeting	Design, Analysis, Issues	Weekly
Project Status	Team leader	Marketing	Online Meeting	Ads Ideas	Weekly
Project Status	PM	Investors	Face-to-Face Meeting	Plan, Ideas, Financial status	Weekly
Tax reports	Accounting team	Government	Email	Tax reports	Yearly
Project Status	Accounting team	Banks	Email	Financial status	Monthly