**Stakeholder Management Strategy**

**Chubby Gourmet’s E-Commerce Web Application**

**HighTable**

**Project Documentation Submitted to the Faculty of the**

**School of Computing and Information Technologies**

**Asia Pacific College**

**In Partial Fulfillment of the Requirements for**

**Project Management**

**PROJMAN**

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# Introduction

Stakeholder management is an essential element of project management that can have a significant impact on the success of a project. The Stakeholder Management Strategy aims to identify, analyze, and prioritize stakeholders and their interests to develop a plan that effectively addresses their concerns and expectations. In today's business environment, it is essential to recognize that stakeholders can have a significant impact on the project's outcomes, positively or negatively. Therefore, managing stakeholders must be an integral part of any project management strategy.

The purpose of this paper is to develop a Stakeholder Management Strategy for the project and discuss its objectives and goals. This strategy will outline the steps to be taken to identify and engage with stakeholders and establish a plan to manage their interests effectively.

The following sections will outline the key components of the Stakeholder Management Strategy, including stakeholder identification, and analysis. It will also discuss the potential benefits of proper stakeholder management and the risks associated with inadequate stakeholder engagement. By implementing an effective Stakeholder Management Strategy, the project can maximize stakeholder support and achieve its objectives while minimizing potential negative impacts.

# Identify Stakeholders

The goal of identifying project stakeholders is to ensure that all individuals, groups, organizations, or entities with an interest in or affected by the project are identified and documented.

The primary goals of identifying stakeholders are as follows:

* Comprehensive Stakeholder Management: The project team can develop a comprehensive stakeholder management strategy by identifying all stakeholders, including both major and minor stakeholders. This enables effective communication, engagement, and management of stakeholders throughout the project's lifecycle, which can aid in the development of positive relationships, the management of expectations, and the mitigation of potential risks or issues.

* Minimizing Project Risks: Identifying stakeholders helps in understanding their interests, concerns, and potential impacts on the project. This allows the project team to proactively address stakeholder needs and expectations and take appropriate actions to minimize potential risks. By identifying stakeholders early in the project, any potential obstacles or delays caused by unanticipated stakeholder issues can be mitigated or avoided.

* Improving Project Success: Involving and engaging stakeholders in the project can help it succeed. Stakeholders can provide valuable input, feedback, and support, allowing for more informed decisions, better project outcomes, and achievement of project objectives. The team can build stakeholder trust, gain their support, and increase the likelihood of project success by identifying stakeholders and incorporating their interests into the project.

* Compliance and Ethical Considerations: Identifying stakeholders is critical for compliance and ethics. Many projects have regulatory requirements or ethical considerations and identify all stakeholders' aids in ensuring compliance with applicable laws, regulations, and ethical standards. It also demonstrates a responsible and ethical project management approach by considering all stakeholders' interests.

* Proactive Issue Management: The identification of stakeholders enables proactive issue management. The project team can anticipate and address potential issues or conflicts by understanding their concerns, interests, and potential consequences. This contributes to project momentum, disruption reduction, and smooth project execution.

Overall, the goal of identifying stakeholders is to ensure that all relevant parties are identified, engaged, and managed effectively throughout the project's lifecycle to reduce risks, improve project success, and promote responsible project management practices.

# Key Stakeholders

The Chubby Gourmet e-commerce web application has key stakeholders who play crucial roles in its development. Mainly Ms. Priscilla Mariano, the business owner, is the main user/admin and decision-maker for the system. Her involvement and feedback are vital to tailor the application to her specific needs. Gianna Bernice Artajos serves as the Product Owner and QA Tester, responsible for managing project resources, scope, and schedule, as well as ensuring the quality of the product through comprehensive testing. Marcus Philip Flores takes on the roles of Scrum Master and Document Specialist, facilitating the development process and ensuring adherence to Agile principles, while also documenting the project's progress and decisions. Lester Dave Salazar serves as the Product Designer and Front-End Developer, responsible for creating an intuitive and visually appealing user interface. John Rysal Rosel handles the technical aspects of the web application as the Back-End Developer.

The customers, who are external stakeholders, play a vital role as end-users of the Chubby Gourmet web application. Their valuable feedback and insights contribute to refining and improving the application, ensuring that it meets their expectations and delivers a satisfying user experience. By collaborating with the internal stakeholders, including the business owner and the project team, this collective effort aims to ensure the overall success of the Chubby Gourmet web application, aligning with the business owner's objectives and providing a smooth experience for the customers.

**Stakeholder Register / Profile**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Name** | **Position** | **Internal / External** | **Project Role** | **Contact Info** |
| Ms. Priscilla Mariano | Business Owner | Internal | Internal User of the system / Admin | priscillamariano403@gmail.com |
| Gianna Bernice Artajos | Product Owner and QA Tester | Internal | Oversee project resources, scope, and schedule; Ensure product quality through testing | grartajos@student.apc.edu.p |
| Marcus Philip Flores | Scrum Master and Document Specialist | Internal | Facilitate development process; Ensure comprehensive project documentation | jcrosel@student.apc.edu.p |
| Lester Dave Salazar | Product Designer and Front-End Developer | Internal | Create and deliver design elements; Implement visual aspects of the project | lmsalazar2@student.apc.edu.ph |
| John Rysal Rosel | Back -End Developer | Internal | Handle technical aspects and functionality of the product | mlflores@student.apc.edu.p |
| Customers | - | External | - | - |

*Table 1: Stakeholder Register / Profile*

# Stakeholder Analysis

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Name** | **Department/Company** | **Position** | **Advisors** | **Objectives, Requirements, Interests** | **Influence** | **Project Contribution** | **Resistance** |
| Ms. Priscilla Mariano | Chubby Gourmet | Business Owner | n/a | Objective: To provide critical and honest feedback for all major decisions   Requirements: Monthly/Timely Update on Web Application Developement   Interests: Improved system for current business | High Influence and Low Stake | Client is willing to support all sorts of changes and ideas that goes on the production of the web application. | Supportive |
|  |  |  |  |  |  |  |  |
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**Sponsor Acceptance**

Approved by the Project Sponsor:

Date:

Priscilla Mariano

Business Owner