

SE 216 – SOFTWARE PROJECT MANAGEMENT
STAKEHOLDERS DOCUMENT

PROJECT NAME: E- Commerce Comment Project

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#	STAKEHOLDER	DESCRIPTION
	Suppliers	Suppliers are people or businesses who sell goods to your business and rely on you for revenue from the sale of those goods.
	Owners	Owner stakeholders are the owners of an organization. They supply capital or equity to the business and have a say in how everything runs.
	Governments	Government agencies can also be thought of as a major stakeholder in a business. They collect taxes from the company, its employees, and from other spending the company does.
	Media	Every business needs media publication relationships to spread the word about their brand. Businesses often need to interact with press to make an important announcement or advertise their product.
	Investors	Investors can include owners but they can also be outside vendors who typically have a right to accurate and timely information such

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		as regular financial statements.
	Staff and Managers	<p>Staff and Managers have a direct stake in the company. They interact directly with customers, earn money to support themselves, and give support to the business operations as well.</p> <p>Staff and Managers can carry out managerial, supervisory or other functions.</p>
	Customers	<p>Customers are actually stakeholders of a business, in that they are impacted by the quality of service/products and their value.</p>
	Competitors	<p>If you introduce new products to the market, you will quickly attract the attention of competitors. These will primarily expect you to behave fairly in economic terms. They might offer you strategic collaboration. Either way, your actions in the market will have an effect on the actions of your competitors.</p>