

Stakeholder Map

Stakeholder	Stakeholder interest in firm	Firm interest in stakeholder	Stakeholder power	Stakeholder strength/s	Stakeholder weaknesses
Donors (Corporations and individuals)	Interested in incentives and charitable contributions.	Donations vital for operations.	High.	Financial impact, marketability, persuasive	Not the primary focus of their own operations, Expecting incentives, Can withdraw quickly.
Those Charity Bounce aids (youth)	Takes inspiration, aid from Charity Bounce.	Those who Charity Bounce aims to aid.	Low.	Receives the end service, Can spread word of mouth on Charity bounce benefits.	Unable to affect the operations of Charity Bounce.
Employees	Those who wish to help others, Those who need a career step, Those with spare time, incentives on offer.	Necessary to facilitate Charity Bounce operations. Can donate.	Medium-High.	Volunteering. Can donate further.	Expecting incentives.
Government	Charitable organisation.	Can claim support from the Government.	Medium.	Very large and consistent financial impact.	Can withdraw funding quickly.
Suppliers	Purchasing suppliers and/or renting.	Require certain items/spaces.	Medium	Certain items and spaces are necessary for operations.	Requires payment consistently.