

## Stakeholder Map

| Stakeholder                              | Stakeholder interest in firm   | Firm interest in stakeholder                                      | Stakeholder power | Stakeholder strength/s   | Stakeholder weaknesses   |
|--|--|---|-------------------|--|--|
| Donors<br>(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,<br>Those who need a career step,<br>Those with spare time, incentives on offer. | Necessary to facilitate Charity Bounce operations.<br>Can donate. | Medium-High.      | Volunteering.<br>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.   |