

Mobile Discount app stackholders identifier					
Internal StackHolders	Level of impact	Level of interest	External StackHolders	Level of impact	Level of interest
project manager	High	High	competitors	High	Low
developing team	High	High	Government	High	Low
Employess	High	High	stores and markets	High	High
clients	High	High	Investors	Medium	Medium
suppliers	Low	Low	sponserers	High	Low
			Media	High	High
			financial service providers	High	Low