Stakeholder Analysis

A stakeholder analysis gives an overview about the interest groups in connection with the project. The two main groups are those who are interested in the success of the project and those who are interested in the failure of the project.

Those who are interested in the success of the project are:

* The owner of the bar: The owner wants to have a successful business.
* The employees of the bar: They want to have a solid workplace.
* The potential customers: They want to have a successful bar with good quality service.
* The suppliers: The more bar they supply to, the more order and income they can receive.

Those who have disinterest in the success of the project are:

* The other bars in the city (Competitors): There is a big competition in the city and they don’t want new bars carrying away the customers.
* Possible old people living in the area (negative external effect): They don’t want to have a noisy place at night and drunken people disturbing the area.