Stakeholder - Poster 1

* Government
* EU/Israel
* Analysts/Media
* Port of Ashdod
* Competitors
* Suppliers
* Local Communities
* Shareholders
* Etone
* Distributors
* Universities
* Employees
* End Users (NOT THE SAME AS CUSTOMERS) == persons using the crane, safety, 4mm displacement

**Suppliers & Distributors**: responsible for raw material supply and final product transport (not only crane parts)

* Estimate of raw materials and the rate at which they are required for Etone and for its customers as well (Order Patterns)

**Local Communities & Employees**: affected by the Production System and end products in many ways

* Employment of people in the factory (Human Resource Requirement)
* How the system affects the environment around it (Environment-friendliness)
* How waste management is done for the factory and end products (Recyclability, Sustainability etc. )
* Working hours of the factory ()

**Port of Ashdod & End-user:** End-user/ distributors of the cranes

* They are interested in the easy assembly of the cranes and fast transportation of orders
* They are also interested in the quality and performance of the crane parts
* Safety and ease of operation of the cranes by the operators
* Lifetime and maintenance of the cranes (how often should they be replaced/ maintained)

**Shareholders & Analysts**: have invested in the production system/ Etone

* Financial Model (depreciating assets, profits, costs, liquidity, etc), and Financial Prediction
* % waste, % recycling, %efficiency, employment
* Monitor competitors

**Governments (EU):**

* The lifetime cycle of the crane and other products as well
* Recyclability and sustainability of Etone’s production lines
* Quality of products produced fits the EU standards/ norms
* Safety of products for use (failure modes limited)

**Etone:**

* Meeting order patterns
* Maintaining profit
* Maintaining quality and market place (image/reputation)
* Reusing all old machinery
* Reduce floor area
* Efficient production, idle time reduced
* Monitor competitors

**Functions:**

* Predict costs
* Supply raw materials (order pattern plan)
* Transport end products
* Employ qualified production workers (estimate employee requirement)
* Design floorspace
* Manage inventory and warehousing
* Schedule production
* Monitor and manage production
* Perform product failure analysis and maintain product quality
* Perform machine maintenance and machine failure analysis
* Handle recyclability/waste management
* Optimize production
* Predict the number of new machines needed
* Order new machines