



Stakeholder Mapping & Analysis

Stakeholder Analysis and Engagement Strategy

Project Title: Production Management Optimization System (PMOS) for SMEs

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Purpose of Stakeholder Analysis

This Stakeholder Matrix identifies key individuals and departments involved in the **Production Management Optimization System (PMOS)** project for SMEs.

It clarifies their roles, interests, and influence to ensure effective engagement, smooth adoption, and continuous feedback during system rollout.

The goal is to **enhance communication**, **minimize resistance**, and ensure the system delivers measurable operational value.

Stakeholder Matrix Overview

Stakeholder	Role	Interest	Influence
Factory Manager	Project sponsor and final decision-maker	Wants improved visibility of performance and reduced downtime	High
Production Supervisor	Oversees daily production and reporting	Needs a faster, more accurate reporting process	High
HR Officer	Tracks attendance and shift planning	Needs integration of attendance data into PMS	Medium

Stakeholder	Role	Interest	Influence
Operator / Worker	Executes tasks on shop floor	Wants simpler data entry and fair productivity evaluation	Low
Quality Control (QC) Staff	Verifies product quality	Needs accurate, real-time data for quality checks	Medium
IT Support / Vendor	Handles technical setup and maintenance	Needs stable integration, low maintenance load	Medium
Finance / Accounting	Reviews productivity vs cost efficiency	Needs KPI-based data for performance evaluation	Medium
CEO / SME Owner	Approves budget and monitors ROI	Needs tangible business results and process improvement	High

STAKEHOLDER ANALYSIS BREAKDOWN

1. Factory Manager

- **Role:** Project sponsor and final approver of operational goals.
- **Interest:** Wants improved visibility into daily production, reduced downtime, and measurable ROI.
- **Influence:** High
- **Engagement Frequency:** Weekly
- **Purpose:**
 - Review project milestones and key performance indicators (KPI progress).
 - Approve process adjustments and validate outcomes.
- **Tools:** Performance dashboards, project reports, summary briefs.
- **Communication Channels:** Management review meetings, KPI reports, direct updates.

2. Production Supervisor

- **Role:** Oversees production planning, operator allocation, and daily reports.
 - **Interest:** Wants to reduce manual work (Excel, paper logs), speed up shift scheduling, and access real-time data.
 - **Influence: High**
 - **Engagement Frequency:** Twice per week
 - **Purpose:**
 - Validate workflow logic in PMS.
 - Provide continuous feedback on system usability.
 - Ensure alignment between real shop-floor processes and system design.
 - **Tools:** PMS dashboard, downtime log system, daily report form.
 - **Communication Channels:** Team meetings, Zalo/Slack group, on-site feedback sessions.
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3. HR Officer

- **Role:** Manages attendance, shifts, and payroll.
 - **Interest:** Wants seamless integration between attendance records and production shifts.
 - **Influence: Medium**
 - **Engagement Frequency:** Bi-weekly
 - **Purpose:**
 - Ensure attendance data accuracy.
 - Provide requirements for data synchronization.
 - **Tools:** HR attendance sheet, shared Google Sheet/API sync logs.
 - **Communication Channels:** HR-Production coordination meetings, email updates.
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4. Operator / Worker

- **Role:** Executes production tasks and reports daily output.
 - **Interest:** Wants a simple, clear system to log output without paperwork.
 - **Influence: Low**
 - **Engagement Frequency:** Monthly (during pilot feedback)
 - **Purpose:**
 - Validate ease of use for the digital input system (tablet/mobile).
 - Encourage adoption through training and feedback loops.
 - **Tools:** Mobile data-entry form, visual dashboards on shop floor.
 - **Communication Channels:** On-site briefings, team leader feedback sessions.
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5. Quality Control (QC) Staff

- **Role:** Monitors product quality and defects.
 - **Interest:** Wants accurate, real-time defect data and process traceability.
 - **Influence: Medium**
 - **Engagement Frequency:** Weekly
 - **Purpose:**
 - Align inspection processes with PMS data capture.
 - Reduce duplicate reporting between QC and Production.
 - **Tools:** QC checklist integrated with PMS, defect trend dashboard.
 - **Communication Channels:** QC meetings, shared system dashboard.
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6. IT Support / Vendor

- **Role:** Implements and maintains the PMS system.
- **Interest:** Needs clear requirements, smooth deployment, and minimal downtime.
- **Influence: Medium**
- **Engagement Frequency:** As needed during development & rollout.

- **Purpose:**
 - Manage system integration (HR attendance, data sync).
 - Troubleshoot and ensure data flow integrity.
 - **Tools:** Jira/Trello, API documentation, integration checklist.
 - **Communication Channels:** Tech stand-ups, Slack, shared issue tracker.
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7. Finance / Accounting

- **Role:** Evaluates productivity improvements vs operational costs.
 - **Interest:** Needs transparent performance and efficiency data for cost analysis.
 - **Influence: Medium**
 - **Engagement Frequency:** Monthly
 - **Purpose:**
 - Review KPI data (output/hour, defect ratio).
 - Align performance improvements with financial metrics.
 - **Tools:** Power BI dashboard, monthly summary report.
 - **Communication Channels:** Email briefings, performance review meetings.
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8. CEO / SME Owner

- **Role:** Project sponsor and final approver of investment.
- **Interest:** Focused on ROI, cost-saving potential, and scalability.
- **Influence: High**
- **Engagement Frequency:** Monthly executive review
- **Purpose:**
 - Monitor financial impact and operational results.
 - Approve phase expansion to other production lines.
- **Tools:** Executive dashboard, ROI summary report.

- **Communication Channels:** Executive briefings, KPI summary meetings.

Stakeholder Engagement Strategy

Engagement Level	Stakeholders	Engagement Approach
Manage Closely	Factory Manager, Production Supervisor, CEO	Weekly check-ins, dashboard reviews, approval of key changes
Keep Satisfied	Finance, Procurement, QC	Monthly reports, review meetings, KPI summary emails
Keep Informed	HR, IT Vendor	Bi-weekly updates, shared documentation, Slack/email updates
Monitor with Minimal Effort	Operators	Training, feedback collection, simple usage survey