

Stakeholder Analysis

E-commerce Platform (Apparel, Eyewear, Footwear, Fragrances, & Bags)

Why This Analysis?

In the competitive e-commerce market, understanding and meeting stakeholder expectations is vital for sustainable success and growth.

Key Stakeholder Groups



Customers

Users of the platform seeking apparel, eyewear, and footwear.



Suppliers & Brands

Manufacturers of bags, distributors of perfumes, and apparel brands.



Logistics Partners

Shipping and delivery companies responsible for fulfilling orders.



Internal Team & Investors

Employees (Marketing, Tech) and funders supporting the platform's growth.

The 4-Phase Engagement Framework



Practical Application: Customers & Suppliers

Customers (Apparel, Eyewear)

Priority: High.

Engagement: Satisfaction surveys, loyalty programs, fast support, transparency in product sourcing (for eyewear/shoes).

Suppliers (Bags, Perfumes)

Priority: High.

Engagement: Regular meetings, clear payment terms, joint inventory planning, co-marketing for new fragrances.

Thank You

Questions & Discussion?