

Stakeholder engagement

stakeholder	Unaware	resistant	neutral	supportive	leading
Store owners			C	D	
Online stores				D	
famous people to promote	C				
Project manager				C	D
Project team				D	
suppliers or vendors			C	D	
Competitors		C			

Communications management plan

Message / pose	Responsibility	Audience	Medium	Contents	Frequency / Timing
Project status	PM	suppliers or vendors	meeting	Updates and challenges	weekly
Team status	PM	Project team	meeting	Updates and cost	Bi weekly
Project review	PM	Project manager	meeting	Performance/ Functionality	Per sprint
audit	QA	famous people to promote	meeting	To promote	Per monthly
audit	PM	Store owners	meeting	To be aware of everything new	weekly
Project report	QA	Competitors	meeting	To know what they are thinking	Almost monthly
Target audience	Marketing team	Online stores	Marketing channels	Special offers	On weekends

