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STAKEHOLDER MAPPING FOR 5G MOBILE PHONE UPGRADE

IDENTIFY STAKEHOLDERS

INTERNAL STAKEHOLDERS:

- EXECUTIVE TEAM: RESPONSIBLE FOR STRATEGIC DIRECTION AND BUDGET APPROVAL.
- PRODUCT DEVELOPMENT TEAM: IN CHARGE OF DESIGNING AND DEVELOPING THE UPGRADED DEVICES.
- MARKETING TEAM: RESPONSIBLE FOR PROMOTING THE NEW 5G-ENABLED DEVICES.
- SALES TEAM: ENGAGED IN SELLING THE UPGRADED PRODUCTS AND ADDRESSING CUSTOMER FEEDBACK.
- CUSTOMER SUPPORT TEAM: HANDLING INQUIRIES AND ISSUES RELATED TO 5G UPGRADES



- **External Stakeholders:**
- **Consumers:** End users who will purchase and use the upgraded mobile phones.
- **Telecommunications Partners:** Network providers that will support 5G services.
- **Suppliers:** Companies providing components and materials necessary for production.
- **Regulatory Authorities:** Government bodies that regulate telecommunications standards.
- **Investors:** Individuals or entities interested in the company's financial performance.
- **Media and Influencers:** Journalists and social media influencers who can impact public perception.



MAP STAKEHOLDERS BY INFLUENCE AND INTEREST

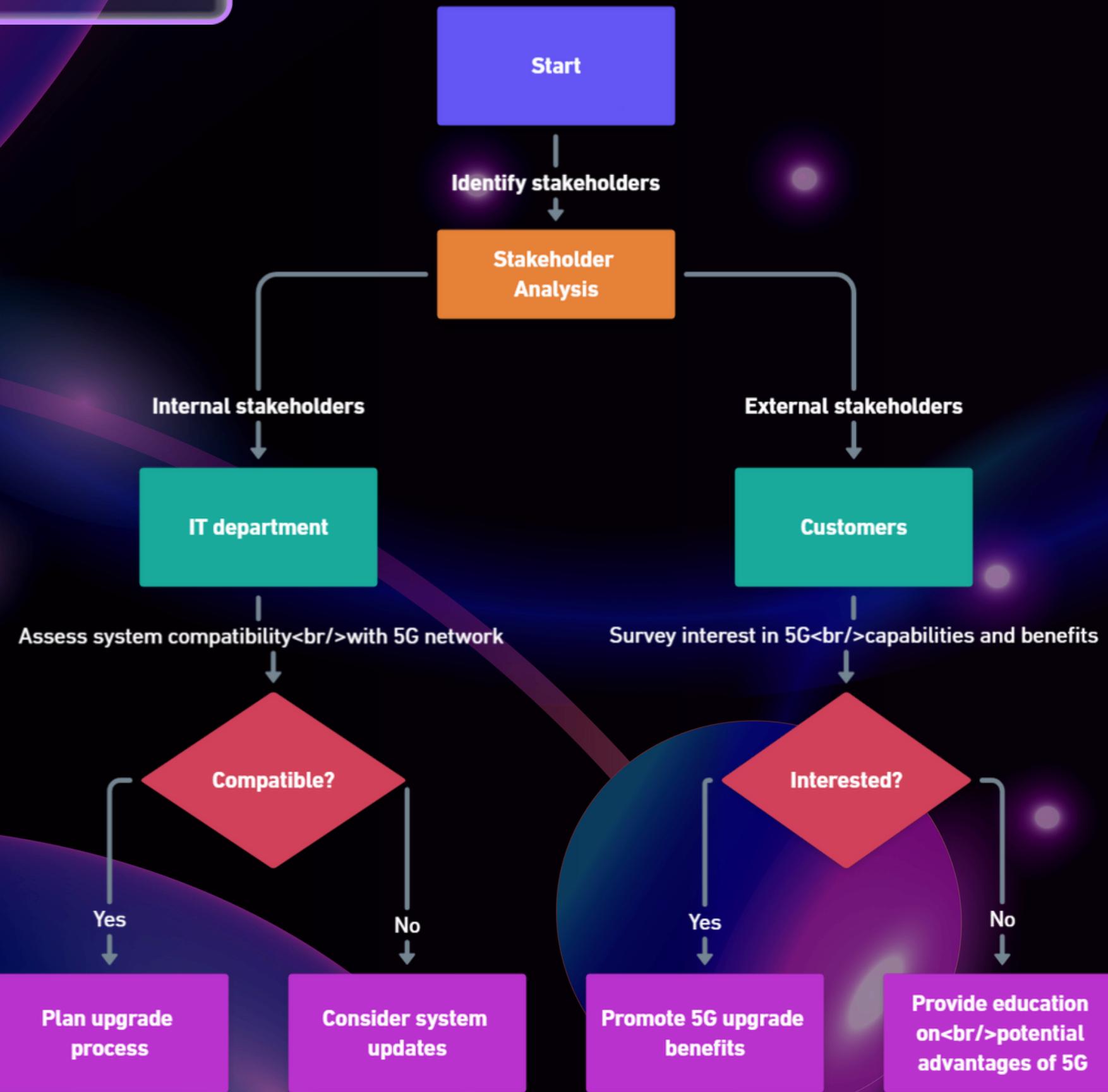
Stakeholder	Interest in 5G Upgrade	Influence on Project	Strategy for Engagement
Executive Team	High (strategic impact)	High (budget and direction)	Regular updates, strategic meetings
Product Development Team	High (product design)	High (execution)	Collaborative sessions, feedback loops
Marketing Team	High (launch success)	Medium (brand perception)	Involve in early planning, promotional strategies
Sales Team	Medium (sales targets)	Medium (customer insights)	Training on new features, feedback sessions
Customer Support Team	High (user experience)	Medium (customer satisfaction)	Provide resources and training, gather insights
Consumers	High (new technology)	Medium (purchase decisions)	Surveys, focus groups, engagement campaigns
Telecommunications Partners	High (network support)	High (service availability)	Regular coordination meetings, partnership agreements
Suppliers	Medium (production needs)	Medium (supply chain)	Regular updates on timelines and requirements
Regulatory Authorities	Medium (compliance)	Medium (approval processes)	Maintain compliance, regular updates on standards
Investors	Medium (financial returns)	Medium (investment decisions)	Financial reports, strategy presentations
Media and Influencers	Medium (public perception)	Medium (awareness and interest)	Press releases, media events, influencer partnerships

CONCLUSION

- THIS STAKEHOLDER MAPPING PROVIDES A CLEAR VIEW OF THE KEY PLAYERS INVOLVED IN THE UPGRADE OF MOBILE PHONES TO 5G. BY UNDERSTANDING THEIR INTERESTS AND INFLUENCE, THE COMPANY CAN DEVELOP TARGETED STRATEGIES TO ENGAGE EACH STAKEHOLDER GROUP EFFECTIVELY, ENSURING A SUCCESSFUL ROLLOUT OF 5G-ENABLED DEVICES. REGULAR COMMUNICATION, COLLABORATION, AND FEEDBACK MECHANISMS WILL BE ESSENTIAL TO ALIGN STAKEHOLDER EXPECTATIONS AND ENHANCE THE OVERALL PROJECT SUCCESS.



FLOWCHART



END!