

USE CASE DIAGRAM

STAKEHOLDERS

1. Internal

NON FUNCTIONAL-

1. Business Development Manager:
 - Identify potential business opportunities and partnerships.
 - Formulate business strategies and plans for growth.
 - Foster relationships with clients and partners

FUNCTIONAL -

1. Marketing and Sales Team:
 - Develop and execute marketing strategies.
 - Manage social media platforms.
 - Create content for campaigns.
 - Contribute to company's success and growth.
2. Finance Team:
 - Monitor financial performance.
 - Manage budget and expenses.
 - Support long-term financial goals.
3. Graphic Team:
 - Design visual content for campaigns.
 - Ensure brand consistency in visual assets.
 - Collaborate with marketing team for creative projects.
4. Management:
 - Monitor financial performance.
 - Manage company reputation.
 - Ensure profitability and growth.
5. Technical Team:
 - Develop and maintain technological infrastructure.
 - Provide IT support.
 - Ensure smooth operations.

2. External

Client:

- Define objectives and collaborate on marketing strategies.

Influencers:

- Promote products/services and maintain brand image.
- Expect fair compensation for collaborations.

Investors:

- Monitor company's performance and support growth initiatives.

Industry Partners:

- Collaborate on projects and compete in the marketplace.

Use Case Diagram is attached Below:

