# Stakeholder Analysis

Marketers develop a STAKEHOLDERS MAP to group persons that have an interest or can be affected by the strategy of an organization, normally including customers and consumers (external), staff and shareholders (internal), and an associated community (connected). Organisations need to be able to identify their stakeholders and also judge the level of power they hold to affect the decisions and outcomes of the organisation. Thus, a first step for any marketer is to create a generic stakeholder map. This map will include all the stakeholders for his or her organisation with the organisation at the centre:
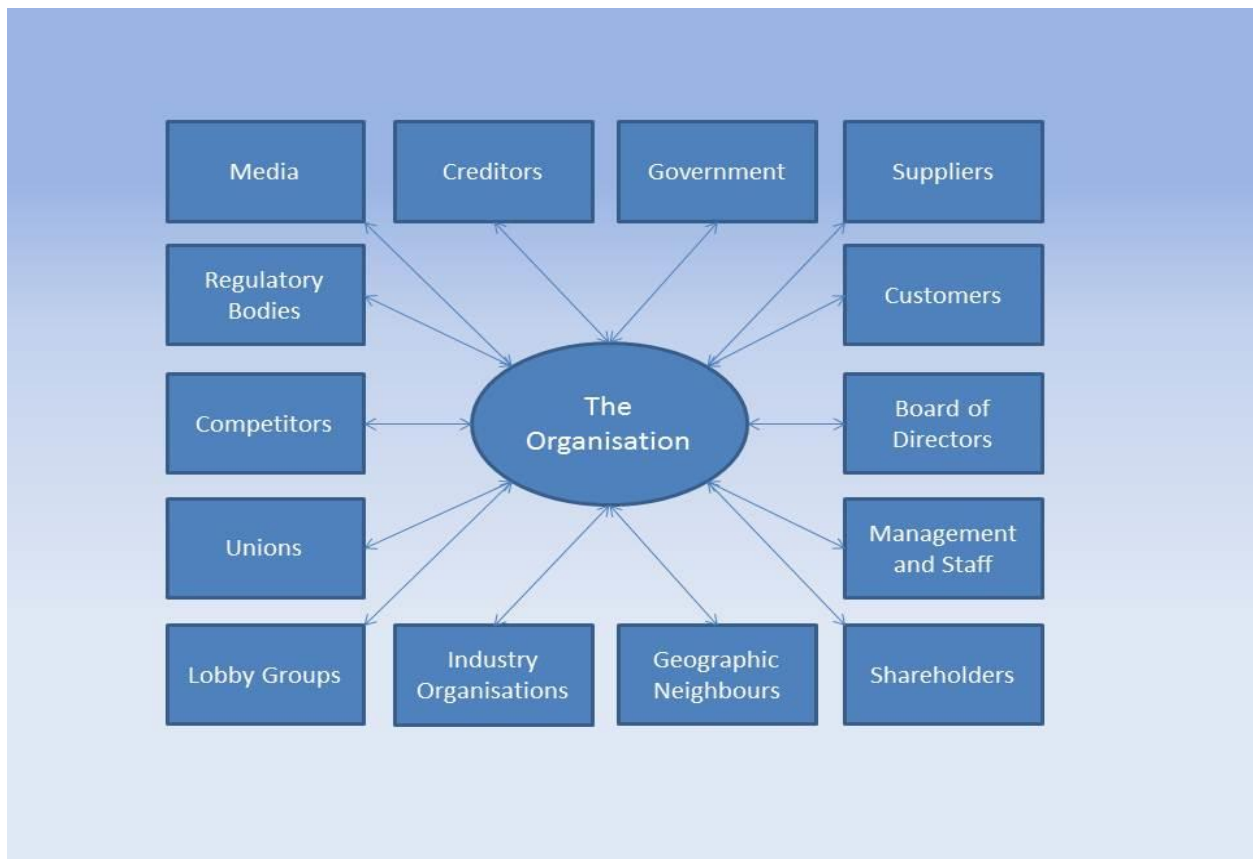
Organizations have many stakeholders. However, not all stakeholders are relevant to a marketing problem an entity might face. The following include some examples of who these stakeholders might be:

Customers

Distributors

Managers

Employees

Governments

Interest and groups

Local Communities

During this assignment, identify and describe those stakeholders that are the most influential to the needed marketing. Once you've identified these stakeholders, indicate how they view the current situation.

As you write this description, consider the following questions:

- What might their role be to influence change in your site?
- How involved might they get in implementing change?
- What roadblocks or barriers might they face?
- Are their views apparently at odds with other stakeholders? If so, how?

Be sure to support your claims with descriptions to justify your classifications. Although details for each stakeholder will likely take a paragraph or two to describe, those that are made up of diverse individuals, thoughts, and interactions with other stakeholders may require additional details.

Once this stage is of stakeholder mapping is done, the marketer should have a better understanding of who the stakeholders are for the organisation. This in itself can highlight the impact of certain stakeholders on the organisation that could have been overlooked in the past.