

Stakeholder	Stake in the Project	Impact	What do we need from stakeholders?	Perceived attitudes/concerns	Stakeholder Management Strategy	Responsibility
Bashas Senior Vice President of Retail Operations	Determines content on the website	Medium	Information that the customer would find interesting about the store and its services; Information about what makes AJ's Fine Foods a premier grocery store	Might not know enough about how website will function and may not agree with Store Directors and Customer Service Managers on layout and structure of website	Monthly meetings to ensure website development is going well and that preferred content can be placed onto new website	Provides input on what content should be on website
Store Directors	Wanting to determine how the website should be organized	High	Information about products and services offered in store and insight into customer needs	Worried new website design might make it harder to help some customers	Weekly meetings with the Customer Service Managers to discuss design and layout of website	Implements a new design of the website

Customer Service Managers	Wants to ensure users can find information about promotions and other customer service information	High	Information about experiences with customers and concerns customers have	Worried input might not benefit customers	Weekly meetings with the Store Director to discuss design and layout of website	Implements a new design of the website
Meat Clerks	Wants to provide information about meat products on the website	Low	Information about different meat products	Concerned that customers might not find the meat product they would want	Individual meetings between Meat Clerks and Customer Service Managers	Providing input about how different meat products should be presented on the website
Bakery Clerks	Want to provide information about bakery products on the website	Low	Information about different bakery products	May not be interested in the project	Individual meetings between Bakery Clerks and Customer Service Managers	Providing input about how different bakery products should be presented on the website

Cashiers	Wants to ensure promotions can be easily accessed and utilized	Low	Experiences with customers that stood out	Input could make new website more confusing	Individual meetings between Cashiers and Customer Service Managers	Providing input to how promotions and discounts should be displayed on the website
Courtesy Clerks	Wants to ensure promotions can be easily accessed and utilized	Low	Experiences with customers that stood out	May not be interested in the project	Filling out survey about what questions customers usually ask	Providing input to how promotions and discounts should be displayed on the website