



# **Marketing Analysis and Market Planning**

## **Handout 7**

### **Stakeholder Analysis Template**

## Stakeholder Analysis

The purpose of stakeholder analysis is to inform the project manager and sponsor who should contribute to the project, where barriers might be and the actions that need to be taken prior to detailed project planning.

<b>Stakeholder</b>	<b>Their interest or requirement from the project</b>	<b>What the project needs from them</b>	<b>Perceived attitudes and/or risks</b>	<b>Actions to take</b>