

Example Context

- Company: Manufacturer of black box audio simulator devices for high end guitar amplifiers
- Regulations: UL electronics codes, environmental on materials (solder)
- Customers: Small number, but major names
- Financials: High margin
- Workforce: 20-30, mostly young
- Facilities: Single facility in CO mountains, owned
- Processes: Program, stuff, wire, mold
- Competitors: None in product, but several similar companies in area
- Key employees: Design engineer, Sales manager
- Suppliers: US distribution companies

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Stakeholder Analysis

STAKEHOLDER	NEEDS/EXPECATIONS	HOW WELL DOING	ISSUES
Customers	Unique, leading edge, high performing designs	Only major player in the market	None
Employees	Consistent employment, reasonable pay	Low turnover	Two key employees
Regulators	UL, EPA	No findings in past 3 years	None
Suppliers	Consistent, useful level of sales	A small player in a large market	Capacity constraints?

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