



# Stakeholder quadrant for Xiang Herbs Tea



## Stakeholder quadrant for Xiang Herbs Tea

---

*[Hints]*

*Meet their needs*

- *engage & consult on interest area*
- *try to increase level of interest*
- *aim to move into right hand box*

*Key player*

- *key players focus efforts on this group*
- *involve in governance/decision making bodies*
- *engage & consult regularly*

*Show consideration*

- *make use of interest through involvement in low risk areas*
- *keep informed & consult on interest area*
- *potential supporter/ goodwill ambassador*

*Least important*

- *minimum effort*
- *inform via general communications – newsletters, website, mail shots*
- *aim to move into right hand box]*