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Marketing Company Analysis

COMPANY: MISSTAXIGHANA



Company summary

A business that provides female-led private and group tour services, and female-conducted taxi transport across Ghana.

Stakeholders Evaluation Introduction

The stakeholders of a given company are a group of people comprised of those who are most likely ordered or unordered within a business. These affiliates have one or more interests in the business and plans concerning it. All stakeholders influence and help create the vision of the organization and its projects. The Table below will analyze the company structure of stakeholders within MissTaxiGhana and inform viewers of the business development process by understanding its shareholders. MissTaxiGhana stakeholders can be examined using the power/interest grid below(Thomas 2020, p. 38).

Power / Interest Grid for Stakeholder Analysis

Power	<p>High</p>	<p>Keep Satisfied B</p> <ul style="list-style-type: none"> • The commission for transport of Ghana • Ghana Taxi Enforcement Unit • Police • Compliance teams • Local Government 	<p>Manage Closely A</p> <ul style="list-style-type: none"> • Taxi agencies • Car Inspectors • Traffic regulators • Private hiring organizations 	
	Low	<p>Monitor (Minimum Effort) D</p> <ul style="list-style-type: none"> • Transport Committee • Infrastructure • Insurance Companies • Maintenance authorities 	<p>Keep Informed C</p> <ul style="list-style-type: none"> • Taxi Drivers • Passengers • Private Drivers 	
		Low	Interest	High

Concluding Analysis of the power/interest grid

The MissTaxiGhana stakeholders are broken into four quadrants; collectively, they make up the power/interest grid. The first quadrant is labeled 'A' through the letter 'D'. Therefore, Quadrant 'A' symbolizes stakeholders with high power and high interest. This shows that those in 'A' are the most influential and should be seen as significant components of the Taxi business. On the other hand, quadrant 'B' reveals the stakeholders with high power but low interest in organization affairs. The stakeholders in 'B' have a substantial impact on the processes of the taxi company, but their overall value is minimal. In quadrant 'C', the stakeholders are low power, high interest. Even though their control over MssTaxiGhana is minor, they still hold high interest in operations. Finally, the last quadrant, 'D', shows stakeholders with low interest and power in the MissTaxiGhana operations. Ultimately they are last in the process of communications and decisions within the company.