

# Appendix 2 Stakeholder Analysis

The Stakeholder Analysis helps in understanding the different stakeholders involved in the implementation of the luggage transport process from cruise to airport and to what extent they can affect its operations.

These stakeholders are plotted in a power interest grid in the section Stakeholder Analysis. Also, the key take away are explained in this section.

<i>Stakeholders</i>	<i>Expectations/Interest</i>	<i>Connection with SITA</i>
<i>SITA</i>	<ul style="list-style-type: none"> <li>• Increased operations</li> <li>• Increased company expansions</li> <li>• Increased market share</li> <li>• Reaching objectives</li> <li>• Increased profit</li> </ul>	
<i>Cruise companies</i>	<ul style="list-style-type: none"> <li>• Increased operations</li> <li>• Increased company expansions</li> <li>• Increased market share</li> <li>• Increased profit</li> <li>• Provide extra value for their customers</li> </ul>	SITA wants to enter the cruise ship market by providing value enhancing services concerning the luggage handling of passengers.
<i>Airlines</i>	<ul style="list-style-type: none"> <li>• Minimal to no changes to their operations</li> <li>• Increased customer experience</li> <li>• Increased profit</li> </ul>	SITA handles the responsibility of luggage being tagged with the right information which ensures the right luggage is on the right destination flight.
<i>Airports</i>	<ul style="list-style-type: none"> <li>• Minimal changes</li> <li>• Increased customer experience</li> <li>• Increased operations</li> <li>• Increased profit</li> </ul>	SITA handles different services with respect to luggage handling such as check-in and tagging. But also connecting passengers to their luggage.
<i>Transfer agencies</i>	<ul style="list-style-type: none"> <li>• Increased profit</li> <li>• Market expansion</li> </ul>	Transferring passenger luggage within short distances should be handled by transfer agencies. SITA can provide the middleware to exchange crucial information.
<i>Suppliers</i>	<ul style="list-style-type: none"> <li>• Increased profit</li> </ul>	SITA is a hard-ware company and therefore has various suppliers.
<i>Regulators</i>	<ul style="list-style-type: none"> <li>• Solutions in line with industry standards</li> <li>• Safe solutions</li> <li>• High quality solutions</li> </ul>	Regulators monitor if solutions are compliant with certain obligations. SITA has to ensure that the provided solutions are compliant to these.
<i>Investors</i>	<ul style="list-style-type: none"> <li>• Generate profit</li> <li>• Minimized risk</li> <li>• Growth of invested company</li> </ul>	To be able to conduct large scale projects SITA needs investors. With these investors a relationship needs to be maintained.
<i>Competitors</i>	<ul style="list-style-type: none"> <li>• Fair competition</li> <li>• Possible readiness to cooperate</li> <li>• Learning opportunities to use for themselves</li> </ul>	SITA has different competitors
<i>Passengers</i>	<ul style="list-style-type: none"> <li>• Easy to use services</li> <li>• Simplicity and user friendliness</li> <li>• Good quality/price ratios</li> </ul>	End user of some of SITA's products and services.

Table 1 - Stakeholder Analysis