**Internal and External Stakeholder Analysis for Starbucks company**

Your individual stakeholder analysis should follow **standard report structure** and include the following:

 • Executive Summary

* A concise summary of the main report in bullet points

 • Introduction and background information on your business example

• Main body

1. Identify functional areas
2. Identify internal and external stakeholders and their roles
3. Identify the nature and degree of main stakeholders’ interests, and implications of conflicting interests
4. Identify the level of main stakeholders’ influence
5. Create a stakeholder matrix
6. In the discussion forum, choose an example from your peers and compare the industry your business operates in with their industry, identify the main points of stakeholder dissimilarities and analyse the differences in stakeholder interests and influences

 • Conclusion

• References

 • Appendices (if necessary) Support your observations and statements by incorporating links to theory and conceptual frameworks. Please ensure your sources are referenced clearly in the APA 6th style both in-text and in the reference list. Referencing: It is essential that you use the appropriate APA style for citing and referencing research. Please see more information on referencing here