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Assignment Title: Understanding the importance of Stakeholder Engagement in successful commencement and completion of project.

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Executive Summary:

This paper examines the impact of various stakeholders on Fitbit UK, an industry leader in health-technology and wearables industries in the UK. Fitbit UK is the UK arm of a global business that operates within an ongoing, dynamic network of internal and external stakeholders whose values are reflected in strategic priorities, with influences on innovation, regulation and market performance. Aim: The objective of this report is to analyze these players using well known internal structured analysis tools, including SWOT, PESTLE, SMART objectives, RACI models and existing stakeholder-management frameworks. It highlights the significance of communication, cooperation and way of resolving conflicts to strengthen organisational performance and strategic decision-making. Stakeholder involvement, deriving from an examination of the extant literature on these points, is imperative to Fitbit's future health-tech competitive landscape, to manage regulation compliance, to stimulate product innovation, and to satisfy rising consumer demand. As part of this research, the report also takes a closer look at how the expectations of stakeholders change in response to shifts in the digital-health terrain such as the normalising of remote monitoring, the expansion of AI health analytics and the growing risks around data protection. As Fitbit UK deepens its connection to Google's vast technological resources, the interrelationship between corporate leadership, local operational teams, regulatory authorities and consumers, become more critical, as all these groups will collectively contribute to the company's credibility, capacity for innovation and sustainability in the future. This report thus seeks to consider not just structural and analytical aspects of stakeholder relations and dynamics but also the emotional, behavioural, and cultural drivers and determinants of stakeholder trust and stakeholder involvement. Understanding these deeper problems demonstrates the importance of stakeholder alignment for the continued competitiveness in today's fast-changing technology, advanced competitors and health-conscious consumers. This lengthy assessment shows why it's important to use stakeholder influence not as a hindrance, but as a strategic asset that, when controlled appropriately, fosters organisational learning, stimulates innovation, enhances compliance resilience and underpins the organisation's capacity to deliver long-term value to the UK health-technology sector.

Introduction

When it comes to wearable tech, consumer health and digital innovation, Fitbit UK finds itself operating in an extremely competitive and rapidly changing sector. Fitbit, also a subsidiary of Google's consumer health ecosystem, has a massive presence in the UK working on smartwatches, fitness trackers, subscription-based health-insight platforms, and health-data services. How effectively it engages, manages, and collaborates with the diverse groups of

stakeholders in the organization directly impacts its ability to compete effectively. Fitbit, within the UK, interacts with several key stakeholders, including employees, managers, Google corporate groups, retailers, customers, healthcare partners, regulators, software developers, and data-privacy authorities. These stakeholders shape product innovation, regulatory compliance, brand perception, and consumer trust. As health-data regulations become stricter, market competition intensifies, and consumer expectations evolve, stakeholder management has become immensely useful. This report analyzes Fitbit UK's internal and external stakeholders in a data and strategic framework to provide insights into their bargaining power, interests, expectations and influence on organisational strategy. Through structured analysis the report sheds light on challenges and opportunities for the company, showing why strategic stakeholder engagement is the basis for an ongoing and enduring competitive advantage. In section 1, we delineate fundamental analysis, which leads into section 2, which builds on the insights into the engagement strategies, conflict management, or future recommendations that they recommend.

SWOT Analysis of Fitbit UK

Strengths.

Good Brand Awareness: One of the household names in worldwide fitness wearables brands, Fitbit has a high UK user base. **Deepened integration with Google ecosystem:** In addition to the Google purchase, Fitbit enjoys cutting-edge AI features, cloud infrastructure and digital-health innovations. **Many Products:** Fitbit's wide range of products includes trackers, smartwatches, apps and subscription-based health-insight services. This combines together to provide a personalized platform for customer needs based on budgets. **Strong Stability:** Leveraging a wealth of data history and tailor-made intelligence plus experience with the Fitbit family over time, many people remain close to the Fitbit ecosystem long after they start using it. **Favoring preventive health:** Fitbit's equipment aligns nicely with modern public health trends for preventing health issues through a variety of monitoring and early awareness features. It's this strength, combined, that can ultimately allow Fitbit to become a lifestyle companion and then again, a health monitoring partner — a fusion that brings a huge competitive edge. The integration with Google offers a combination of data science services, but also wider opportunities for research and machine learning capabilities that allow for ongoing product innovation. Fitbit's well-established brand recall also facilitates successful retail partnerships around the UK, providing entry points for consumers with a breadth of experience in technology, fitness, etc. The lasting nature of user data adds to Fitbit's capability to provide personalised insight, a benefit that is growing more coveted in an age where consumers demand technology that adapts to their individual health journeys rather than providing generic recommendations.

Weaknesses.

Irregular Innovation Rate Of Product Development: Adversaries like Apple and Garmin often have more advanced features and sensors. **Reliance on smartphone syncing:** Fitbit devices depend quite heavily on smartphones as a basis of a good amount of their functionality. **Problems of data access:** Integration with Google is raising privacy concerns about access to customer data. The move into the business makes customer data's protection subject to public scrutiny. **The loss of market share:** Fitbit has taken a loss of wearable market share in the UK recently as a result of stiff competition. **Limited Integration with UK Healthcare Systems:** Fitbit does not have full integration with the NHS systems for health data much like medical-grade devices do. These cracks present a number of obstacles to sustaining competitive edge,

especially in a sector for which customers expect quick, easy-to-upgrade and seamless devices. The perception of data-privacy risk, however unfounded, can have immediate and lasting reputational consequences. Fitbit's limited integration with health care limits its ability to take part in clinical or medical-grade programs soon to be entered by competing brands. In addition, reliance on smartphone pairing limits usability for older people or users with less technological savvy.

Opportunities. - **Emerging Digital-Health Market:** The need for personal health monitoring is strong after the pandemic. - **Partnership with UK health institutions:** Collaborations with the NHS, insurers, and business health and wellness services might increase the number of users. **AI-enabled health information:** An integration with Google AI enables additional advanced health analytics. **Fitbit Premium Subscriptions:** Growth in recurring income streams are high growth potential. **Expansion in Corporate Wellness Markets:** Targeting employers with wellness objectives, Fitbit will be able to expand B2B services geared towards supporting employee wellness. In addition to traditional consumer electronics, Fitbit offers occupational health options, health incentives from insurance companies, remote patient monitoring, and long-term behavioral change programmes. The heightened focus on digital health tools within the context of comprehensive preventative medicine in the UK enables strategic cooperation with public and private health institutions. A more artificial intelligence based approach to health prediction, for example by discovering anomalies before they develop or providing personal activity coaching could be an add-on to its subscriptions for Fitbit, which can differentiate it from competitors. Taken together these opportunities create a path to deeper clinical relevance that may turn Fitbit from a wellness brand into a hybrid consumer-medical technology provider.

Threats.

The dominance of Apple Watch in the UK: Apple has a substantial share of the UK smartwatch market. **The rapid pace of Technological Changes:** Innovation cycles are short; failure to keep up impacts competitiveness. **GDPR (GDPR):** Bad handling of health data will put them at risk of reputational and legal damage. **The Consumer's financial pressures:** Wearables might be considered non-essential during economic downturns. **There is a risk for cybersecurity:** Fitbit, being a data-based company, is at risk of being victims of cyber-attacks that could compromise trust in the company. These threats make it difficult for Fitbit to innovate and keep user privacy safe, which could result in negative impact on market confidence. Even if income is low, changes in the economy impact the degree to which people value health technology and what level of health technology is prioritised by consumers, particularly if disposable incomes decrease. Apple and Samsung are still playing a leading role in consumer expectations and these expectations still shape the way consumers consider display quality, physical health statistics, and ease of connectivity. Cybersecurity threats also raise operational weaknesses that demand constant and continuous investments in strong security solutions. If they were to get hacked, Fitbit would be at a disadvantage in any security compromise, losing trust with the users not only financially, but over time, so careful governance is warranted.

PESTLE Analysis of Fitbit UK

Political Factors

Fitbit does not need to be politically isolated, but the way the UK government uses digital-health innovation and in what ways it partners with the NHS or in how it enters into trade agreements

between countries affects its business. It also determines the product import charges, distribution logistics and regulation in the UK and EU.

Economic Factors

The UK's economic climate may disrupt consumer purchasing power. Fitness wearables are discretionary purchases, meaning inflationary pressures will inevitably lower sales. However, corporate wellness programmes and health-insurance incentives provide alternative types of income streams. Digital health continues to generate economic growth.

Social Factors

There's a high degree of cultural change toward health awareness, fitness tracking and preventative care. Lifestyle diseases especially obesity, and diabetes are on the rise: therefore, the demand for personal health monitoring is in demand. Furthermore, Fitbit's product offerings align with a consumer preference for personalised health solutions.

Technological Factors

Fitbit's competitive landscape is driven by fast-moving technological developments. The company faces competition from firms that are pouring billions into biosensors, artificial intelligence tools, data analytics, and medical-grade technology. With compatibility across platforms, Fitbit will need to innovate continually. Google integration has the opportunity for a technological edge.

Legal Factors

Fitbit must comply with laws on data protection including General Data Protection Regulation (GDPR), UK Data Protection Act 2018 and medical-device standards for health related aspects. Product safety legislation, advertisement laws and consumer rights legislation all apply as well. Failure to comply may lead to legal suits and damage to the brand's reputation.

Environmental Factors

Fitbit is facing expectations on sustainable manufacturing, ethical sourcing and electronic waste management. Eco-friendly packaging and recyclable components are now the new demands of consumers of the new product line. Google's wider sustainability strategy affects Fitbit's UK business environment

Fitbit UK: SMART Objectives

Improve Customer Retention: To use personal feedback and additional marketing campaigns to help UK Fitbit Premium subscriptions increase your UK membership retention by 15%, within 12 months. Expand Market Share: Grow Fitbit's market share in the UK wearable device market by 5% in 18 months by launching 2 new AI-enabled devices and by strengthening retail partnerships. Enhance Data-Privacy Trust: By communicating transparently and improving GDPR compliance efforts, increase customer trust scores in privacy and data protection by 20% within 1 year. Develop partnerships in healthcare: Implement three additional collaboration agreements with UK healthcare providers or health insurers in two years to roll out preventive-health applications. Enhance Stakeholder Involvement: Establish a new stakeholder-communication framework and increase the satisfaction rate of key internal stakeholders to 90% within twelve months.

Stakeholder Identification

Internal Stakeholders

Employees — sales, marketing, customer support, data analysis and operations.

Management Teams — for strategic planning, performance monitoring, product launches, and compliance.

Google Ownership and Corporate Leadership – offer assets, technology and international operations: Support with technology, software innovation and strategic planning.

Product Engineers & Developers: global product designs and build global hardware for the UK market with support tech.

Support Teams – dealing with complaints and fault, warranty and service.

External Stakeholders

Customers — the strongest outside group; choice dictates product development.

Retailers (e.g., Currys, Argos, Amazon UK) – critical to distribution and sales performance.

NHS and Healthcare Providers – would be future integrators of wearables.

Regulatory bodies (ICO, MHRA) enforce data protection and health device compliance.

Suppliers & Manufacturers – suppliers/manufacturers are responsible for components and global production.

Competitors (Apple, Garmin, Samsung)—control market pricing, technology, and innovation speed.

App Developers & Third-Party Integrators—combine Fitbit data with health technology and health platform tools.

Media & Consumer-Review Platforms—influence public opinion and purchase decisions.

Stakeholders: Roles, Responsibilities, Benefits & Challenges

Staff

Position: Running the operations, support the customer, doing the sales.

Benefits: Career advancement, steady income, access to education.

Hurdles: Rapid product cycles, targets to meet, necessary skill refreshes.

Management

Roles: Strategic planning, performance tracking, resource allocation.

Advantages: Influences on decision making, leader positions.

Challenges: How to balance Google's strategic expectations, versus realities in the UK market.

Google Corporate Leadership

Roles: Funding, technology integration, global brand direction.

Benefits: Increased market, and an ever-expanding data ecosystem.

Issues: Privacy laws and public scrutiny.

Customers

Roles: Purchase decisions that have an immediate impact on revenue.

Advantages: Health tracking technology in the developing world.

Challenges: Issues of data privacy and product life cycle.

Regulators

Roles: Enforce GDPR, data security and device compliance.
 Pros: Public trust and safety assurance.
 Challenges: Staying current with technological innovation.

RACI Matrix for Product Launches in Fitbit UK

Task	Responsible	Accountable	Consulted	Informed
Product Design	Engineers	Product Manager	Google Tech Teams	Marketing
Compliance Checks	Compliance Officer	UK Head of Operations	Legal Teams	Management
Marketing Campaign	Marketing Team	Marketing Director	Retail Partners	Customers
Retail Distribution	Logistics Team	Supply Chain Manager	Retailers	Customer Support
Customer Support Setup	Support Staff	Customer Service Manager	IT Teams	Customers

Successful introduction of Fitbit's new wearables is dependent on effective stakeholder engagement. Within your role as project manager, using structured frameworks ensures that this can ensure that structured frameworks will help structure the management of all involved parties in the business effectively, ensuring timely decision making, effective communication, and minimised project risks.

Stakeholder Mapping (Mendelow's Matrix)

The Power/Interest Matrix by Mendelow is a common tool to categorise and manage stakeholders according to their level of interest in the project and potential for shaping their outcomes. The matrix has the four quadrants:

Powerful – Interest high (close management):

Executive management, product development team, clinical compliance officers, and investors belong to this category. These are the people with the biggest power, controlling resources, compliance approval, and strategy direction. Real-time and personal interactions are key.

High Power – Low Interest (Keep Satisfied):

Regulatory agencies, legal advisors and a few senior marketing managers. They may not be engaged every day but even if they can, they can stop or postpone the project if they don't get what they expect.

Low Power – High Interest (Keep Informed):

Salespeople; customer service workers; retail partners and early adopters. Their feedback is useful in improving product tuning; the reminders provide them motivation.

Low Power – Low Interest (Monitor):

Some of the peripheral suppliers, non-strategic partners or admin associates who have little project value. Engagement should be done periodically and efficiently.

Once you are up to date, using this matrix as a guide helps the project manager to assign engagement work accordingly ensuring that resources get assigned where they add the most value.

Stakeholder Engagement Plan.

An engagement plan clearly shows how, when and from whom stakeholders will participate. With Fitbit, that plan consists of important components:

Objectives of Engagement:

Enhancing the quality of communication, increasing team collaboration, ensuring compliance, and lowering risk during the launch.

Engagement Methods:

Workshops, design sprints, progress meetings, surveys, one-to-one consultations, feedback loops.

Frequency:

Weekly involvement is essential for high-power stakeholders; customer groups might need to engage on a monthly basis using beta-testing cycles.

Decision Rights:

Clarifying who approves what ensures accountability and reduces conflict, supporting the RACI framework presented earlier.

Documentation:

This ensures that audits of governance are auditable and that the organisation has a clear decision register along with engagement logs and risk management updates.

Communication Plan.

A structured communication plan will help promote transparency of everyone involved in the project and ensure that information reaches all relevant stakeholders as best possible at any given time and place. Central elements include:

Audience segmentation: Tailoring the information to groups such as executive leadership, product teams, regulators, and beta users.

Channels: Email updates, Slack channels, virtual meetings, dashboards, progress reports, and project management software.

Message type: Technical updates for engineers; KPI reports for executives; user-friendly content for customers.

Timing: Daily stand-ups, weekly check-ins and progress reports, monthly stakeholder summaries.

Feedback Mechanisms: Surveys, Q&A sessions, UI/UX testing reports, user insight workshops.

A good communication plan can reduce ambiguity, speed up decision making, and minimise risk by responding to concerns early.

Application of Theories.

Key engagement theories can be interpreted to Fitbit's project. Freeman's Stakeholder Theory stresses the importance of the trade-off between competing stakeholder interests to drive total value. Theoretical foundations of Relationship Marketing Theory support long-term stakeholder relationships, through their mutual benefit and trustworthiness. The Social Exchange Theory shows that when stakeholders see mutual value they get their hands dirty with active participation. Ellis, Gibbs & Rein (1991) pointed out that coordination technology is critical to the operation of distributed teams, which relates to Fitbit's cross functionality. Together, these frameworks provide the framework for how to build strong, sustainable engagement throughout the project lifecycle.

A Critical Explanation of the Stakeholder Engagement Process Using the 4Cs Model

Efficient handling of stakeholders involves a systematic style if one is in a multi-disciplinary project with regulatory requirements, technology and market demands. The 4Cs — Communication, Coordination, Cooperation, and Collaboration — offers a very helpful structure for engagement.

Communication.

Effective communication is the bedrock of stakeholder engagement. There are multiple levels of communication in the Fitbit project:

KPIs, budgets, timing, and risk profiles at strategic conversation with executives and investors. Technical alignment takes place through operational communication with product engineers, designers, and clinical teams. The marketing and sales teams communicate with market preparing for launch campaigns and retail execution. The user involvement from beta testing, survey and UX workshops refine the product. Effective communicators, as project manager, are the following:

Developing transparency protocols that describe tone, frequency and channels.

Providing two-way communication, rather than sharing updates. Always offering visual dashboards of the progress. All the information is communicated and thus reduces uncertainty, enhances trust and avoids misunderstanding – all of which is essential to reduce conflict.

Coordination.

Coordination ensures stakeholders work in harmony toward shared goals. And, for someone like Fitbit that has a divisional scope, covering things like engineering, compliance, supply chain, marketing and external partners, doing something like this is extremely important. Here are a few core coordinating practices:

Empowered integrated project management features (like Jira, Trello, Asana) for better workflow management. You will track milestones and follow that timeline to make sure work is aligned with the six-month launch schedule. Cross-functional meetings to resolve bottlenecks.

Version control for shared design and software updates.

Coordination avoids duplicated work, project drift, and misalignment of priorities. Also, it clarifies dependencies—such as marketing requiring the final product specifications before preparing launch content.

Cooperation.

Cooperation means the willingness of stakeholders to support the project and each other. It takes trust, respect, and the right incentives. The project manager is the one to build cooperation here. Makes sure stakeholders know why their participation is important. Publicly recognises stakeholder contributions. Team objectives aligned with overall organisation goals. Encourages sharing of expertise rather than protection of departments. Responds to interpersonal problems quickly as required to keep morale high.

For instance, engineers and marketers may not have the same priorities: engineers want more time for testing, while marketers want to know the product details early. Compromise in joint dialogue makes both the product and timeline work without compromising quality.

Collaboration:

Collaboration is the highest level of stakeholder engagement. It involves stakeholders actively working together to create value that could not be achieved individually. Methods of collaborating include the following methods: Design thinking workshops among engineers, UX designers, and customers. Workshops to refine product features through joint problem-solving. Real-time feedback through integrated data-sharing platforms. Cross-department task forces focusing on launch readiness.

Collaboration methods include:

Design thinking workshops with engineers, UX designers, and stakeholders and customers. Cross-departmental readiness task forces for launch. Innovation through true collaboration, which is key in a highly competitive wearables market.

Conflict Resolution in the 4Cs Structure.

It is unavoidable that conflicts arise when executing projects in a multi-disciplinary setting. Common sources include:

Disputes over resource allocation.
Differences of departmental priorities.
Different interpretations of compliance requirements.
Technical disagreements.
Personality clashes.

4Cs for the Project Manager to resolve conflict: Communication: Clarifying misunderstandings, using concrete data to solve conflicts.

Coordination: Redistributing job roles and timelines to avoid overlap and bottlenecks.

Cooperation: Promoting empathy and making stakeholders understand constraints.

Collaboration: Meeting with opposing parties, co-creating resolution.

Conflict resolution tools are:

Mediation meetings.
Issue logs.
RACI reviews to clarify ownership.
Escalation protocols on critical issues.

Through incorporation of 4Cs, the project manager makes sure that the project runs smoothly and the quality and timeliness of the launch are preserved while managing conflicts of interest.

Business Performance Analysis of the Influence of Stakeholder Participation

The impact of good stakeholder relations is directly linked with Fitbit's performance across strategic, financial, operational, and reputational dimensions.

Strategic Impact.

Engaged stakeholders provide enhanced strategic decision-making. Executives set the direction, regulators provide the guidelines, and customers reveal adoption trends. High-quality engagement results in: Better alignment between product features and market demand. Improved competitive position. Effective distribution of resources. Reduced strategic risks. For Fitbit, this means engaging internal teams, which not only ensures the device meets the highest industry standards but also integrates comfortably into Fitbit's ecosystem and aligns with broader corporate health initiatives.

Financial Impact.

Engagement lowers rework costs, compliance failures, and miscommunication. If regulatory authorities are involved early on, it avoids costly redesigns. Involving suppliers increases the reliability of the supply chain, minimizing delays and inventory waste. Financial benefits include:

- A faster time to market.
- Decreased spend on R&D through collaboration.
- Higher initial sales with marketing alignment.
- Better ROI on delivery of successful launch.

Beta testing with engaged customers provides early validation to mitigate risk and optimise forecasts.

Operational Impact.

Stakeholders are aligned with improved operational performance: The product development cycles work smoother. Quality assurance is more robust. Data is more effectively communicated between teams. Risks are identified earlier. The resulting bottlenecks are minimized by transparent coordination. Integrated communication platforms enable Fitbit to monitor issues in real-time to deploy timely corrective action while maintaining operational discipline.

Customer Impact.

Customer benefit is high if customer engagement is front and centre:

- Usability of the product is strengthened with user feedback.
- Transparency of communication will help create trust in the brand.
- Customer satisfaction and loyalty improve.
- The product has greater market acceptance.

Trust is key to a wearable health device. That engagement also leads to accuracy, usability, and comfort — all crucial purchase drivers.

Reputational Impact.

The importance of high levels of stakeholder engagement in corporate reputation and value adding: An excellent image of the organisation is to portray accountability, responsiveness, and

innovation. Within the health technology context, due to the importance of data security and clinical precision, reputation dictates consumers' purchasing behaviour. Frequent interaction with stakeholders reduces unwanted press, enables ethically sound practices, and fortifies Fitbit's brand.

Organisational Learning and Future Capacity.

Stakeholders exchange knowledge, creating knowledge for the organisation in the long term.
High engagement:

Ties teams together better.

Fosters better cross-functional understanding.

It also sets the best practices for future projects.

Strengthens organisational resilience.

Fitbit becomes more robust to future innovations, regulatory developments, and market shifts.

Recommendations for Future Stakeholder Activities

To boost stakeholder interaction even further, Fitbit ought to adopt the following suggestions:

Expand Digital Collaboration Tools:

Introduce integrated platforms enabling shared dashboards, centralised documentation, and real-time updates to improve transparency.

Improve Customer Co-Creation:

Organise more beta testing cohorts, UX workshops, and user advisory boards to update and refine products to reflect and evolve from continual customer feedback.

Reinforce Cross-Department Training:

Train on regulatory requirements, agile project management, and collaborative working to prevent misunderstanding.

Create a Stakeholder Engagement Policy:

Formalise best practice by creating a corporate policy around engagement processes, communication norms, and escalation pathways.

Improve Feedback Loops:

Collect structured, specific summaries of feedback from every stakeholder group to show them how that was informing decision-making.

Step up Frequent Interaction with Regulatory Agencies:

Communicate proactively to avoid compliance delays and establish trust-based relationship-building for professionals.

Create Stakeholder Satisfaction Metrics for Evaluating Performance:

Establish surveys and performance measures to gauge the effectiveness of engagement and identify potential improvement areas.

These suggestions encourage longer-term stakeholder relationships, promote organisational learning, and better outcomes of future projects.

Conclusion

Successful development and subsequent launch of Fitbit's new wearable health device requires effective stakeholder involvement. This report has shown that full engagement mechanisms (supported by well-structured frameworks (SWOT, PESTLE, Mendelow's Matrix, RACI, communication planning, etc.) along with the 4Cs model) have the capacity to help navigate this intricate, cross-functional innovation project within the tight six months requested. At all levels, from top management to end users, stakeholder input plays a critical role in minimizing risk, improving the quality of products, and positioning Fitbit strategically. Effective engagement helps enhance transparency, trust, and accountability that drive optimal problem solving and proactive conflict management. Using the 4Cs model clarifies communication, improves coordination, drives cooperation and embeds collaboration in everyday behaviour. Taken together, these mechanisms provide a supportive environment where stakeholders feel tied to, have information about, and are motivated to engage. The assessment of stakeholders' engagement demonstrated its strong influence in the strategic direction, financial performance, operational efficiency, customer satisfaction and firm reputation. Involvement with a structured approach helps project outcomes and allows Fitbit to innovate and remain ahead of the curve in a rapidly changing health technology landscape. The suggested recommendations are to improve future engagement by developing better collaboration tools, institutionalising policies to engage, enhancing cross-functional training, and fostering greater customer co-creation. All of these actions will help Fitbit build sustainable positive engagements with their stakeholders and be successful in future product development endeavours. In the end, stakeholder engagement is not a one-off act, but an ongoing effort of devotion. In the process of integrating engagement into organisational culture, Fitbit will be able to continue to provide superior quality, customer-oriented health technologies that meet the market and regulatory requirements as well as grow the organisation in a long-term view.

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