**Risk management**

**Risks:**

1. Not reaching high number of users.
2. Restaurant owners refuse to provide promotions
3. Couldn’t obtain legal permits.
4. App interface has bugs.
5. App interface is hard to use for users.

**Risk table:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Impact** | | | | | |
| **Probability** |  | **Trivial** | **Minor** | **Moderate** | **Major** | **extreme** |
| **Rare** |  |  |  |  |  |
| **Unlikely** |  |  |  | 1-3 |  |
| **Moderate** |  |  |  |  | 5 |
| **Likely** |  | 2 |  |  |  |
| **Very likely** |  | 4 |  |  |  |

**Risk strategies:**

* **Not reaching high number of users.**

Transfer to a marketing company to market for the app, and make it more reachable.

* **Restaurant owners refuse to provide promotions.**

Mitigate, by setting aside this risk for later, or changing the plan.

* **Couldn’t obtain legal permits.**

Escalate to the manager, and avoid this risk by giving this task to public relations from the initiation phase.

* **App interface has bugs.**

Mitigate, by informing the developers team and increases testing to reduce the impact.

* **App interface is hard to use for users.**

Mitigate, by changing the plan, and look for another approach for the user interface design.

**Opportunities:**

1. App booms in the market.
2. Sponsor invests by giving free promocodes for new registrations.
3. Service lists in the app expands.

**Opportunity strategies:**

* **App booms in the market.**

Escalate and enhance the opportunity.

* **Sponsor invests by giving free promocodes for new registrations.**

Accept.

* **Service list in the app expands.**

Exploit opportunity to provide higher number of services to the users.