

Project Name: Marketing Strategy for RAIL-D											
Project Manager: Jaiden Angeles, Emily Chan, Yuling Dai, Daisy Huynh, James Lee, Tianci Qiao											
Date: October 28, 2022											
Sponsor: Simran Gill, Principal of Bridgemark Management											
Risk Register											
Ref No.	Risk Description	Date raised /reviewed	Potential consequences	Inherent risk (before controls) 1=Low, 5=High			Safety controls	Residual risk (RR) (remaining risk after controls have been applied)			Risk owner
				Likelihood (L) 1-5	Consequence (C) 1-5	Inherent risk (L*C)		Likelihood (L) 1-5	Consequence (C) 1-5	Residual risk (L*C)	
Market Research											
1	Grant money for survey incentive is rejected	Oct 14, 2022	Surveys become increasingly unanswered since an incentive is gone to complete it	2	2	4	Give sufficient time for grant approval and come up with an alternative plan	1	1	1	Team
2	Online sabotage of surveys	Oct 14, 2022	Causes discrepancies in data	1	2	2	Manually review and attempt to fix deliberately false responses	1	1	1	Team
3	Insufficient data from survey responses	Oct 14, 2022	Inadequate data collection for accurate analyses	4	5	20	Send surveys to more samples to more prospective industries	3	2	6	Team
4	Inadequate information sources (Since new product research is sparse)	Oct 27, 2022	Cannot conduct quality research	3	5	15	Find similar products and use it as a reference/benchmarks	2	4	8	Team
Marketing Plan											
5	Unexpected increase of competition or groundbreaking product	Oct 14, 2022	Demand for RAIL-D from Bridgemark decreases and profits decrease	3	4	12	Expedite the research/designing phases to release product to the market sooner	2	2	4	BridgeMark Advisory Services
6	Server shutdown (i.e. Google, Bookstack) (Files lost)	Oct 14, 2022	Not able to meet targeted deadlines, loss of saved work	1	3	3	Ensure all files are backed up	1	1	1	Team
7	General Economic Downturn	Oct 27, 2022	General downward pressure on market sentiments (e.g inflation) affects Bridgemark and Bridgemark's clients financially	5	3	15	None available	5	3	15	BridgeMark Advisory Services
8	Supply chain issues for Bridgemark that makes RAIL-D project unfeasible	Oct 24, 2022	RAIL-D can't be sold and short-term marketing plan becomes useless. Bridgemark loses investment in RAIL-D.	3	4	12	Locate alternative parts that could act as a replacement	2	3	6	Prototype
Marketing Proposal											
9	Termination of Sponsor	Oct 14, 2022	Potential termination of project or delay of project completion	1	2	2	Keep up to date with news about Bridgemark Management	1	1	1	BridgeMark Advisory Services
10	Disapprovals of stakeholders	Oct 15, 2022	Not able to move forward with the project	3	3	9	Learn and adapt stakeholder's expectations and preferences	2	2	4	Team
11	Regulatory/legislative roadblocks make RAIL-D project unfeasible or unprofitable	Oct 24, 2022	RAIL-D's short-term marketing plan becomes useless. Bridgemark loses investment in RAIL-D	1	5	5	Thorough research on the regulations in Canada regarding data collection	1	1	1	BridgeMark Advisory Services

Risk Legend	
1 - 5 = Green	
6 - 10 = Light green	
11 - 15 = yellow	
16 - 20 = orange	
21 - 25 = red	

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Risk Matrix (Inherent Risk)						
		Hazard Probability				
		More	←	←	⇒	Less
Hazard Severity More ⇒ ⇒ ⇒ ← ← More		A Frequent 5	B Probable 4	C Occasional 3	D Remote 2	E Improbable 1
	5 Catastrophic	Very High	Very High 3. Insufficient data from survey responses	Very High 4. Inadequate information sources (Since new product research is sparse)	High	Medium 11. Regulatory/legislative roadblocks make RAIL-D project unfeasible or unprofitable
	4 Critical	Very High	Very High	High 5. Unexpected increase of competition or groundbreaking product 8. Supply chain issues for Bridgemark that makes RAIL-D project unfeasible	Medium	Low
	3 Moderate	Very High 7. General Economic Downturn	High	Medium 10. Disapprovals of stakeholders	Low	Very Low 6. Server shutdown (i.e. Google, Bookstack) (Files lost)
	2 Marginal	High	Medium	Low	Very Low 1. Grant money for survey incentive is rejected	Very Low 2. Online sabotage of surveys 9. Termination of Sponsor
	1 Negligible	Medium	Low	Very Low	Very Low	Very Low
Risk Matrix (Residual Risk)						
		Hazard Probability				
		More	←	←	⇒	Less
Hazard Severity More ⇒ ⇒ ⇒ ← ← More		A Frequent	B Probable	C Occasional	D Remote	E Improbable
	5 Catastrophic	Very High	Very High	Very High	High	Medium
	4 Critical	Very High	Very High	High	Medium 4. Inadequate information sources (Since new product research is sparse)	Low
	3 Moderate	Very High 7. General Economic Downturn	High	Medium	Low 8. Supply chain issues for Bridgemark that makes RAIL-D project unfeasible	Very Low
	2 Marginal	High	Medium	Low 3. Insufficient data from survey responses	Very Low 5. Unexpected increase of competition or groundbreaking product 10. Disapprovals of stakeholders	Very Low
	1 Negligible	Medium	Low	Very Low	Very Low	Very Low 1. Grant money for survey incentive is rejected 2. Online sabotage of surveys 6. Server shutdown (i.e. Google, Bookstack) (Files lost) 9. Termination of Sponsor 11. Regulatory/legislative roadblocks make RAIL-D project unfeasible or unprofitable