**RISK MANAGEMENT MATRIX**

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| **NAME** | Joseph Fasogbon | | | |
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| **REF / ID** | **P R E - M I T I G A T I O N** | | | | **MITIGATIONS / WARNINGS / REMEDIES** |
| **RISK** | **RISK SEVERITY** | **RISK LIKELIHOOD** | **RISK LEVEL** |
|  |  | – ACCEPTABLE  – TOLERABLE  – UNDESIRABLE  – INTOLERABLE | – IMPROBABLE  – POSSIBLE  – PROBABLE | **– LOW**  **– MEDIUM**  **– HIGH**  **– EXTREME** |  |
| 1 | Heavily saturated market in Central London, may deal with competition and not making sales within initial setup | TOLERABLE | PROBABLE | **LOW** | Have a USP that makes the café more enticing to customers to attend the café. |
| 2 | Dealing with criminal activity, shoplifters, burglaries | UNDESIRABLE | PROBABLE | **MEDIUM** | Have security measures in place and speaking to the police about any crimes that take place. Investing in CCTV cameras alarms and fob entry may be worth it. |
| 3 | Working environment may not be safe for staff, could be some hazards, maintenance work needing to be done, restrictions and law to abide to. | UNDESIRABLE | POSSIBLE | **HIGH** | Using signs as appropriate should be done as well as regular updates on scheduled maintenance and fixes that need to be done. |
| 4 | Suppliers for coffee can be affected and may not be able to deliver goods, would affects stock and products that can be sold to customers | UNDESIRABLE | POSSIBLE | **MEDIUM** | Monitoring of deliveries should incur, having a DMS would be worth the investment. Also, varying suppliers for different products provides more consistency with stock. |
| 5 | Central London prices for shop rent continually change so there may be a chance of having to increase prices of products which makes it less enticing to customers and could lead to a business collapse. | INTOLERABLE | IMPROBABLE | **HIGH** | Having a mitigation plan and emergency funds can mitigate this |
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