AABHUSHAN Risk Treatment and Response Plan

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| **Risk** | **R-02 Competitors**  New brands are evolving day by day so the competition will be on top notch which can led to competitive pricing. Rapid changing fashion trends and increasing digital presence. | | | | | |
| **Risk Rating Jan-2018:** | **Residual Risk** | | | | | |
| **Current Risk Rating:** | **Residual Risk (to be determined)** | | | | | |
| **Risk Category** | Strategic/Competitors | | | | | |
| **Risk Owner** | Sales & Marketing Staff, Manufacturer & Designer and CEO | | | | | |
| **Contributing Factors** | | | | **Controls** | | |
| 1. *Risk in daily competition against evolving new brands.* | | | | 1. *Exploratory Data Analysis of each raw clothing material and gaining deep knowledge about its cost pricing, sustainable factor and many more.* | | |
| 1. *Dealing with rapid changing fashion trends.* | | | | 1. *Preparing Virtual Tableau Dashboards to monitor customer recommendations and reviews from various social media platforms and educating staff members.* | | |
| 1. *People preferring online shopping because of this dangerous pandemic situation.* | | | | 1. *Evolving online presence and developing professional applications that supports android, ios and windows operating systems.* | | |
| **Treatment Strategy** | | **X Risk Reduction** □ Risk Acceptance □ Risk Monitoring □ Control Monitoring | | | | |
| **Risk Treatment / Action** | | **Due Date** | **Status** | **Responsible Person** | **Required Resources** | **Risk Monitoring indicators (used as reference)** |
| 1. *Analyzing data of raw clothing materials and getting the most valuable material in pricing, quality and sustainability can help to compete in the market. Making more use of Sustainable materials is a better way to connect with nature and it can also attract more customers because of this idea.* | | *Nov-2020* | *Complete* | *Junior Data Analyst* | *Recorded data from the database in .csv format.* |  |
| 1. *Preparing and regularly monitoring Virtual Tableau Dashboards that provide some insights to customer reviews and recommendations. Also educating staff members and designers about the most serious customer recommendation.* | | *Dec-2020* | *Complete* | *Manufacturer & Designer/CEO* |
| 1. *Expanding the digital presence by covering all the operating systems for an e-commerce application.* | | *Feb-2021* | *Pending* | *Software Engineer* |
| **Other Risk Treatments / Actions Considered** | | | | **Required Resources / Implementation Cost** | **Reasons for not choosing this Treatment / Action** | |