

## Risk assessment for a cafe in Central London

Risk	Risk Statement	Response Strategy	Objectives	Likelihood	Impact	Risk Level
Food Poisoning Complaints	Customers might complain about food poisoning unless they are served the highest quality food and drinks	Following governmental rules and accepted legislations	Putting hygiene first Providing high quality food Testing products before serving	Low	High	5
Competition	In central London there will be lots of established coffee shops	Diversifying from the others	Diversified Product Portfolio Enhanced Customer Service	High	High	9
Pricing	Mistaken pricing strategy might cause less customers	Pricing strategy must be determined and regularly updated accordingly	Getting customer reviews about the prices Sticking to the pricing updates	Medium	Medium	5
Storage	There might be a problem to access storage or storage costs	Aiming to reduce stored supplies in the kitchen	Improving food, drink turnover Researching on cheaper alternatives for storage	Medium	Low	4
Natural Disasters	Natural disasters might occur and affect business badly	Reducing the impact of disasters by spending on insurance	Finding insurance providers Choosing the correct insurance provider	Low	High	2

		IMPACT		
SCALE OF LIKELIHOOD		Low	Medium	High
	Low	2	3	7
	Medium	2	6	8
	High	5	8	9

Risk Assessment Matrix