**Mitigation Strategies for Identified Risks**

To effectively address the risks associated with both the current operations and the proposed digital transformation of Pampered Pets, the following mitigation strategies are recommended:

**Cybersecurity Enhancements**

To protect against cybersecurity threats such as data breaches and phishing attacks, comprehensive security measures should be implemented. This includes the installation of firewalls, antivirus software, and regular system updates. Additionally, all employees should receive training on cybersecurity best practices to ensure they are equipped to recognize and respond to potential threats.

**Operational Continuity**

To minimize disruptions during the digital transformation, a phased implementation approach is advised. Starting with backend systems, such as inventory management, and gradually progressing to customer-facing platforms will help maintain operational stability. Pilot tests should be conducted to identify and address any issues early in the process, ensuring a smooth transition.

**Employee Engagement and Training**

Employee involvement is crucial for the success of the digital transformation. Engaging employees from the planning stage onward will help mitigate resistance to change. Continuous training and support should be provided to ensure all staff members are comfortable with the new systems, thereby maintaining productivity throughout the transition.

**Supplier and Supply Chain Management**

When considering international suppliers, it is essential to conduct thorough vetting and maintain a balanced mix of local and international sources. This approach will help mitigate supply chain risks. Additionally, developing contingency plans to address potential disruptions is recommended to ensure continuity in supply.

**Customer Retention**

Developing a robust e-commerce platform is critical to meeting customers' digital expectations. This platform should be complemented by targeted digital marketing campaigns designed to drive traffic and retain customers who might otherwise be lost due to the absence of online services.

**Brand Integrity**

As Pampered Pets expands internationally, maintaining strict brand guidelines is essential to prevent brand dilution. Partnering with local suppliers who align with the brand’s values will help preserve the company's reputation and core identity in new markets.