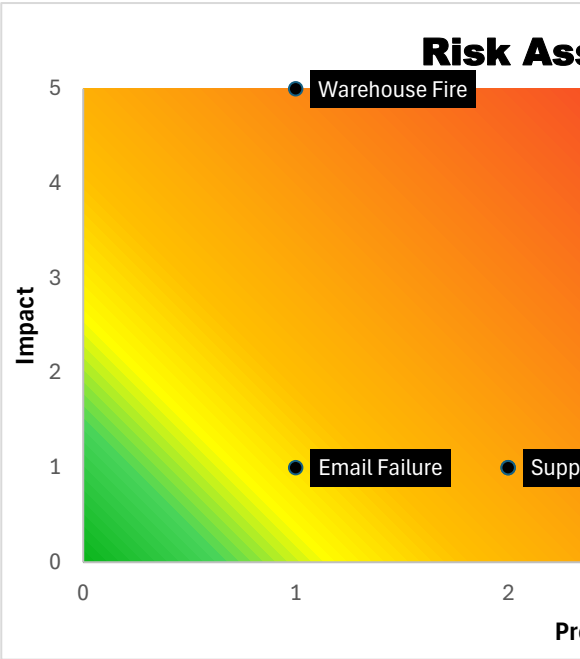


ID	Risk Name	Short Description	Manager
1	Payment Downtime	Outage of Stripe or PayPal during checkout	Mike
2	Inventory Stockout	Key product goes out of stock during peak season	Sarah
3	Ad Platform Ban	Meta Ads account gets suspended unexpectedly	Jess
4	Data Breach	Sensitive customer data gets exposed	James
5	Shipping Delays	Courier delays during holidays	Kendra
6	Negative Reviews	Bad reviews lower product rating below 3 stars	Alexa
7	Supplier Bankruptcy	Main supplier cannot fulfill orders	Hanna
8	Warehouse Fire	Fire damages warehouse inventory	Will
9	Pricing Error	Incorrect pricing leads to financial loss	Michael
10	Email Failure	Promotional email fails to send to list	Josh

Probability	Impact	Risk Level
5	5	25
4	3	12
4	4	16
2	1	2
4	1	4
3	2	6
2	1	2
1	5	5
4	2	8
1	1	1

Probability		1	2
	5	5	10
	4	4	8
	3	3	6
	2	2	4
	1	1	2



Impact

3	4	5
15	20	25
12	16	20
9	12	15
6	8	10
3	4	5

Assessment Matrix

