Impact			
Probability		Weak	Moderate	Extreme
	Rare	Natural Catastrophes	Outdated data base	Low Variety Of Products
	Moderate	Network Issues	API bugs	Bad Offers
	Very Likely		Competition	Technical Bugs

Risk Strategies	
Escalate	API bugs, Low Variety Of Products, Bad Offers.
Avoid	Outdated data base.
Mitigate	Competition, Technical Bugs.
Accept	Natural Catastrophes, Network Issues.

Opportunities Strategies	
Escalate	Active Users are more than the required amount.
Exploit	Wide range of products, High Customer Satisfaction
Share	Accomplishments
Enhance	Work Flow and Creativity
Accept	More Merchants than we need