Possible threats and solutions

One of the possible threats is that a major company with a lot of capital will entry on our market. Willing to get us out of the market they can offer their services at a much lower price than ours. This will result in losing some of our clients. As we stated before, a solution to this threat is the support we get from the local community, which put their trust in our company. Moreover, we have never disappointed our customers with breakdowns or bad quality services.  
  
 Another threat is losing our servers on account of a breakdown. For that, they are covered by insurance and we have the possibility to host our services at another company during the repairs. The costs will be covered by the insurance.  
  
 Another threat is the opposition to change of the people. Our solution is making some advertising how digital television, the internet or the mobile telephone service can make your life easier. In this way, we can advertise our services and also to encourage people to use new technologies.  
  
 With more than 800 clients, a threat is the slow response time of our fieldworkers. We try to avoid this as much as possible. We have 14 fieldworkers and 4 cars ready in any moment to respond to a call, whether it is a call for repairs or for installing new services.