External risk include:   
The risk of higher prices for imported raw materials. Therefore, the appreciation of the dollar can seriously affect the reduction of company profits;   
The risk of lower purchasing power of the population. In this case, you will have to either lower prices or switch to an audience with higher incomes;   
Risk of increased competition. Reducing the risk allows the presence of unique trading offers, as well as other competitive advantages;   
Risk of change in trends and refusal to drink coffee. This risk is minimal. However, you can always focus on making other drinks.   
  
Robbery risk. To minimize it, if t would be better to set up a special emergency button for employee and to hire a security to each branch.  
  
Internal risks include:   
  
Risk of rapid equipment wear. This risk is quite high, and production downtime is unacceptable, therefore, to reduce the risk, you need to know the engineer who can be contacted in case of unexpected breakdown;   
Theft risk from employees. This risk is reduced through the introduction of a video surveillance system;   
The risk of poor customer service. It is reduced due to a well-thought-out system of punishment and the introduction of fines;   
The risk to introduce dishes that are not popular on the menu. In order to mitigate the risk, it is necessary to include in the chef's duty the regular monitoring of demand for certain dishes.