Narrative

The risk analysis reviews each of the expected risk each of the expected risk for each individual use case. The risks are categorized by either high or low risks. These risks are assessed by Silver Soul, these assessments depend on their effect on the Sweet Karoline’s Cakes. Upon completion of the risk level assessment, the description of the risk is documented. Soul Silver then documents and explains the risk, and how it affects individual actors for each use case.

ID: 1

Title: Market to Customers

Criteria: How will marketing to consumers affect SKC’s data and financial outcomes

Risk Level: High

Risk: improperly marketing to consumers could have devastating impacts upon future consumers, and a negative

ID: 2

Title: Buy supplies

Risk Level: High

Risk: Not tracking supplies could cause a delay in manufacturing products to sell to consumers

ID: 3

Title: Pay employees

Risk level: Low

Risk: SKC doesn’t have employees right now, so risk is considered low. If SKC expands and decides to expand its work force, then this risk will escalate.

ID: 4

Title: Create Twitter account

Risk level: High

Risk: Twitter is drastically important to the marketing process. Without and effective social media presence SKC is drastically reducing its consumer base

ID: 5

Title: Create Instagram account

Risk level: High

Risk: Twitter is drastically important to the marketing process. Without and effective social media presence SKC is drastically reducing its consumer base

ID: 6

Title: Take pictures of each item

Risk level: low

Risk: without documenting the creations the SKC they are limiting the marketing they can do via social media.

ID: 7

Title: Create work schedule for in store employees

Risk level: Low

Risk: without a proper schedule employees wouldn’t know when to work or what was apart of their deadlines. This can scale to be a high risk activity once SKC hires more employees, but for now there are no employees so it is assessed at a low risk

ID: 8

Title:Transfer money to employees

Risk level: low

Risk: once more employees are contracted this will elevate the risk level, but for now there are no outside employees so it is assessed as low

ID: 9

Title: Produce cakes

Risk level: high

Risk: the ability to produce cakes is a critical component of the business, so anything that would deter or interfere with this processes would critically impact the business

ID: 10

Title: Hire Employees

Risk level: Low

Risk: As the company expands the possibility and necessity of hiring employees to help will be critical but for now it is a low risk task because the company doesn’t hire outside labor

ID: 11

Title: Fire Employees

Risk level: low

Risk: As the company expands the possibility and necessity of hiring employees to help will be critical but for now it is a low risk task because the company doesn’t hire outside labor

ID: 12

Title: Delete customer

Risk level: High

Risk : the ability of deleting customers will help reduce data redundancy when aggregating consumer data. Without this ability conflicts in delivery of goods and services is inevitable. So it is critical this ability exists

ID: 13

Title: Identify Target Market

RISK LEVEL: High

Risk: You cannot market appropriately if you do not use consumer data to identify the target market and how to properly market to them

ID: 14

Title: Hire shipping service

Risk Level: High

Risk: as the company expands delivery of products is going to be a crucial mechanism within the company. SKC conducting these deliveries themselves is ineffective especially as the company scales.

ID: 15

Title: Record shipping expenses

Risk level: High level

Risk: without proper documentation or evalution of shipping costs and expenditures the company cannot accurately predict expenses and how to efficiently deliver merchandise to consumers

ID: 16

Title: Create shipping schedule

Risk level: Low

Risk: without proper documentation or evalution of shipping costs and expenditures the company cannot accurately predict expenses and how to efficiently deliver merchandise to consumers

ID: 17

Title: Create order form

Risk level: Low

Risk: the order form does have a large impact on the company, but it is easily corrected and not as crucial so we have assessed this risk as low

ID: 18

Title: Create Rewards program

Risk Level: low

Risk: failing to create a rewards program may cause SKC to miss out on sales, but overall it is not devastating to the company if it is failed.

ID: 19

Title: Look for local advertising opportunities

Risk level: Low

Risk: Advertising opportunities can be advantageous but will not break the company, therefore it is a low risk assessment.

ID: 20

Title: Set up online rating system for customers

Risk level: low

Risk: a rating system can help improve processes for the company but are not mission critical therefore a low assessment

ID: 21

Title: Create a Work email

Risk level: low

Risk: overall a work email would help with security issues with accessing the admin privileges for the website but it does not devastate the company so it is a low risk

ID: 22

Title: create a work phone number

Risk level: low

Risk: overall a work phone would help with limiting and organizing contacts but overall is not devastating to the business

ID: 23

Title: Track sales

Risk level: high

Risk: tracking sales is crucial to maintaining the business and tracking its revenues

ID: 24

Title: Track repeat customers

Risk level : low

Risk: tracking repeat customer is advantageous to the repeat consumption and providing data on best practices, but it is not completely crucial. While it presents a risk it is not a high risk.

ID: 25

Title: Create a form that requests a customers email

Risk level: low

Risk: it is important for both marketing and tracking of consumer data that we aggregate and request consumer emails but it is not mission critical

ID: 26

Title: Record costs

Risk level: high

Risk: recording costs is critical to maintaining business and producing profits

ID: 27

Title: Record income

Risk level: high

Risk: recording revenues is critical to maintaining business and producing profits

ID: 28

Title: Record number of hours worked

Risk level: high

Risk: recording hours of employees is critical to maintaining business and producing profits

ID: 29

Title: Record customer complaints

Risk level: high

Risk: recording customer complaints is critical to maintaining business and producing profits

ID: 30

Title: Improve customer communication

Risk level: high

Risk: currently SKC’s biggest concern is improving the dialogue process with consumers

ID: 31

Title: Create forms to store customer transaction data

Risk level: high

Risk: recording consumer transaction is critical to maintaining business and producing profits

ID: 33

Title: Compare loan options if needed

Risk level: low

Risk: getting a proper loan is crucial to expansion of the business. As the business expands further this risk level will also increase.

ID: 34

Title: Research competitors information

Risk level: low

Risk: competitors can help SKC determine best practices. Without evaluating its competition it will not be able to assess how to compete properly

ID: 35

Title: Create a social image

Risk level: high

Risk: Social media presence is critical to SKC’s marketing and consumer base without proper social media influence they miss out on profits and may become unsustainable.

ID: 36

Title: Improve system for registration for rewards

Risk level : low

Risk: rewards can aid in gathering more consumers or increasing the likelihood of repeat consunmption

ID: 37

Title: Choose a payment process

Risk level: high

Risk: having easily accessible payment processing systems is critical to the success of SKC

ID: 38

Title: Maintain customer relationships

Risk level: High

Risk: repeat customers will be SKC main consumer base as it expands its important to maintain this relationship

ID: 39

Title: Create pricing system

Risk level: high

Risk: pricing is critical when it comes to consumption aggregating data on desired prices is critical to properly pricing products to not only produce revenues but also reduce costs

ID: 40

Title: Create automated shipment confirmation tracker

Risk level : low

Risk: consumers will want to track their products this can be a critical component as the company expands but in its current market it is a lower risks because deliveries are being made by the ownder

ID: 41

Title: Create Website

Risk level: high

Risk: without a website SKC cannot properly market to consumers. The primary concern of owners is having a functioning website so overall this is the highest risk

ID: 42

Title: Send updates and current deals to customers

Risk level: High

Risk: without updating consumers on products on deals possible revenues are missed out on

ID: 43

Title: Improve Website layout

Risk level : low

Risk: layout is critical and important because it effects the overall desirability of the products due to effective marketing processes

ID: 44

Title: Collect pricing information

Risk level: High

Risk: pricing must be accurate and must reflect consumer demand

ID: 45

Title: Create forms for collecting customer data

Risk level: high

Risk: consumer data is critical to developing quantitative understanding of how to market goods and what goods to produce and understanding the target market

ID: 46

Title: Include instructions on how to make a purchase

Risk level: low

Risk: without proper instructions consumers may become confused on how to make a purchase thus limiting customers

ID: 47

Title: Install and use a antivirus software

Risk level: high

Risk: without proper antivirus and antimalware protection a company and its financial data is easily exploitable

ID: 48

Title: Train the employees

Risk level: high

Risk: without proper training future employees may be unproperly trained creating a snowball effect.

ID: 49

Title: Make sales projections and goals

Risk level: low

Risk: goals should be set forth and attempted to be met as these are efficient methods of setting forth productive measures of improving the company and accomplishing these tasks and tracking that accomplishment gives insight into best practices

ID: 50

Title: Choose dates and times for sales

Risk level: low

Risk: Tracking the date and time of sales can allow for properly scheduling the production of goods and services and measuring when inflows and outflows of capital will occur