A Peak into Patagonia

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**Abstract**

In this paper, I am tasked with creating a portfolio related to an eCommerce Organization. After researching and choosing this organization, I will provide their background, architectural landscape, and products or services sold. I will develop a balanced portfolio determining needs, allocating spending according to risk, designing the portfolio, choosing the right products, and rebalancing as needed. I will also create this assignment using APA format and utilizing several references.

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**A Peek into Patagonia**

Patagonia is an e-commerce organization founded in 1973 that focuses on outdoor clothing (*Patagonia, Inc.*, 2021). With 100s of stores and dozens of factories, it is safe to say that Patagonia is thriving as an organization. Patagonia considers itself an activist organization taking stances in everything from environmental and land preservation to ad boycotting (*Patagonia, Inc.*, 2021). According to Kuttiyatur (2018), transparency encourages and conveys brand integrity. I chose to discuss this organization in a portfolio piece because I find their approach to innovating, trustworthy, and sustainable business. Patagonia is transparent in its supply chain. It is essential to understand where my products are coming from and that the organization stands by its activist policies.

When creating a balanced portfolio for Patagonia, we must start with determining the needs of this organization by identifying what attacks are most likely to occur (Woods, 2017). E-commerce organizations could be attacked for many different motivations; however, the most common are financially motivated (Schoenfield, 2015). Patagonia maintains an online website where customers can make online purchases, and this online store provides a worthy attack surface for hackers. Hackers with financial motivations will phish, spam, or skim to gain access to the user’s information. In addition to financial motivations, hackers may take a stance opposite from the organization’s stance on political agendas, and this provides incentive enough to bring the organization down. These individuals will employ a DDoS attack on the organization’s web server to hurt sales by closing the website (Solomon, 2021).

Next, we must decide how much we need to spend on each type of risk we face. It is crucial not to overspend on protection because it still needs to profit (Woods, 2017). Every day, we face risks, and the organization must also accept some risks. In this step, Patagonia executives must determine the most critical assets and mitigate the risks facing those assets as much as possible. They should attempt to tie security into the business instead of making the business security.

The next step requires the organization to design a portfolio of products and services that will deliver upon the action of mitigating the risk deemed to be the most critical assets (Woods, 2017). It is not only essential to mitigate risks to assets but also other business functions as well. An organization should include the right products that deliver the best security for the best price (Woods, 2017). By utilizing this tactic, organizations put value in both the security and business aspects of their organization. Finally, risks are never permanently mitigated (Solomon, 2021). The once found risks need to be reevaluated often to ensure it provides the best value for the organization. An individual within the organization must stay current with the threat landscape and keep track of business changes to keep the portfolio up to date (Woods, 2017).

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