***Business Case***

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| **Project Name** | **Project Manager** |
| **Sharks Around The World** | **Jayner Rivera** |
| **Client** | **Duration** |
| **Raina Rocha** | **2 WEEKS** |

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| **Executive Summary** | * **The exponential growth of shark attacks that have occurred over the years.** |

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| **Mission Statement** | * **The vision sought is to be able to identify the main causes of why these attacks occur or if they are provoked. The primary goal would be to carry out a percentage analysis of how frequent shark attacks occur, and the objective is to have the results of the shark species that predominate in the most frequent incidents and places.** |

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| **Industry Impact** | * **Tourism: Decrease in beach visitation and revenue due to fear of shark attacks.** * **Conservation efforts: Challenges in balancing public safety with shark conservation initiatives.** |

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| **Financial Appraisal** | * **Loss of revenue: Quantifying the economic impact on local businesses, tourism agencies, and coastal communities.** * **Cost of mitigation measures: Expenses related to shark monitoring, warning systems, and beach safety protocols.** * **Insurance and liability: Analysis of insurance premiums and potential legal liabilities for businesses and governments.** |

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| **Marketing Strategy** | * **Prioritize public safety while minimizing negative impacts on industries and ecosystems.** * **Invest in research and development of innovative solutions for shark detection and mitigation.** * **Foster collaboration between government agencies, businesses, and conservation organizations.** * **Promote sustainable tourism practices and responsible coastal development.** |

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| **Risk Assessment** | * **Public education and awareness campaigns: Promoting understanding of shark behavior and safety measures.** * **Technology and innovation: Investment in shark detection technologies, drones, and surveillance systems.** * **Policy and regulation: Development of guidelines for beach safety, zoning regulations, and responsible tourism practices.** * **Conservation efforts: Collaboration with marine biologists and conservationists to promote sustainable shark management.** |