

Risk management plan

Risk	Probability	Impact	response
Not enough budget	likely	moderate	Explain the ROI to the investor and try to reduce costs
Application developed in less desired quality	moderate	major	Choosing the right team from beginning Making a lot of customer reviews in the phase of development to prevent it
Lack of shops or lack of commitment	Likely	major	Explain the benefits and ROI to get more jobs Having a strong contract with the shops
Presence of competitors	Very likely	moderate	Having your competitive advantage which will attract customers to you