|  |  |  |  |
| --- | --- | --- | --- |
| **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 |

**Risk management plan**