

# SOME POTENTIAL RISKS FOR THE CARD PROJECT



## MARKET RISK

The market demand for The Alshaya Card may be lower than anticipated, resulting in lower sales and revenue.

**Response:** Conduct thorough market research to identify and validate the target market and value proposition for the card. Develop a contingency plan to adjust the marketing and promotion strategy if the market demand is lower than expected.



## TECHNOLOGY RISK

The technology used to develop The Alshaya Card may not meet the required security and functionality standards, leading to customer dissatisfaction or data breaches.

**Response:** Develop a comprehensive technology plan that includes rigorous testing and validation of the card's features and security measures. Establish a contingency plan to address any technology issues that arise during the development process.



## FINANCIAL RISK

The cost of developing and launching The Card may exceed the budget allocated for the project, leading to financial losses.

**Response:** Develop a comprehensive operations plan that includes clear processes, roles, and responsibilities for managing the card. Conduct thorough testing and validation of the operational systems and processes. Develop a contingency plan to address any operational issues that arise during the project.



## REGULATORY RISK

The Card may not comply with the relevant laws and regulations, leading to legal and reputational risks for the company.

**Response:** Conduct a thorough review of the legal and regulatory requirements for developing and launching a payment card. Obtain the necessary approvals and licenses from the relevant authorities. Develop a contingency plan to address any legal or regulatory issues that arise during the project.



## OPERATIONAL RISK

The operational processes and systems used to manage The Alshaya Card may not be efficient or effective, leading to delays, errors, and customer dissatisfaction.

**Response:** Conduct a thorough review of the legal and regulatory requirements for developing and launching a payment card. Obtain the necessary approvals and licenses from the relevant authorities. Develop a contingency plan to address any legal or regulatory issues that arise during the project.