| Risks | probability | Impact | Strategy for the risks | Opportunity | Strategy for opportunities |
| --- | --- | --- | --- | --- | --- |
| The bugs | Medium | Medium | Alteration | Events | Enhance |
| Competitor | Medium | High | Avoid | Discounts | Accept |
| Epidemic | Medium | High | Transfer | Trends | Enhance |
|  |  |  |  |  |  |