## Comparative Analysis

This section compares the risks of maintaining the status quo versus pursuing digitalization. It evaluates the potential for 33% customer loss without online features, the feasibility of 50% growth through an online presence, and the likelihood of 24% cost reduction with international suppliers. The analysis weighs operational, financial, and reputational impacts to guide the final recommendation.

## Recommendations

This section presents a clear recommendation on whether Pampered Pets should digitalize or maintain current operations, based on risk assessments and business goals. It includes a detailed implementation plan and timeline to ensure clarity for stakeholders.

* Recommendation – Recommends digitalization if mitigated risks allow for significant growth and cost savings, or status quo if risks outweigh benefits, supported by evidence from assessments.
* Implementation Plan – Outlines phases, such as e-commerce, ERP implementation, international supplier integration, and ongoing marketing efforts.
* Timeline – Presents a Gantt chart detailing milestones, ensuring a clear schedule for digitalization or status quo improvements.