

Risk Assessment Matrix				
Impact of risk	Major	Political risks (Global or civil war)	Natural catastrophes	Global depression
	Moderate	Fire, explosion	Changes of legislation and (Brexit), Market development	Cyber incidents
	Minor	Public relation crisis	Accidents by employees in the supply chain	Competition outperforming us in the phone market
Seriousness of Risk / Response Category = Likelihood * Impact		Minor	Moderate	Major
		Likelihood of occurrence		

Risk	Response category	Concrete action
Political risks	Accept	We have no control over political changes, so we have to adapt after they occur.
Fire, explosion	Mitigation	Install fire protection and alert systems in our buildings, to minimize the risk and the damages done by fires or explosions.
PR crisis	Avoid	Make sure that workers responsible for PR are professionals, and do not raise the risk of unnecessary inconveniences caused by bad communication with the public.
Natural catastrophes	Accept/Mitigate	It is impossible to avoid these catastrophes, but we can prepare our buildings and goods for more likely catastrophes. I.E. Flood in the NL. (Force Majeure)
Changes of legislation and regulation	Accept	Adapt the business to new regulations.
Accidents by employees in the supply chain	Acceptance	Accept as we have no control over the employees' actions that might lead to injuries or damages to our product.
Global depression	Monitor and Prepare	We can monitor economic trends and liquidate our assets if an economic crisis is predicted to happen in the near future to retain as much capital as possible.
Cyber incidents	Mitigation	A good cyber-security system can be developed in the company, to maximize the protection from cyber- attacks.
Competition outperforming	Monitor and Prepare	Track the phone market and new or rising companies and their innovations to keep up and outperform.