

Risk	Consequence	Probability	Severity	Risk Level	Risk Mitigation Plan	Risk Owner	Residual Risk Level
Our new range of chicken burgers won't sell as well as predicted	Loss of expected revenue and probable damage to reputation	Possible	Major	Unacceptable	Create a customer survey; partner with a market research firm to deliver the survey	Jason	Medium
Disruption to supply of beef from Argentina	Limited impact since most of our beef is imported from Europe	Remote	Moderate	Acceptable	Diversify supply chains; focus on importing more beef from Europe and New Zealand	Wayne	Low