**SIMPLE RISK AND OPPORTUNITY – EXAMPLE**

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| ! | Slow competitors improving turnaround, operations | + | Be first mover in fast-growing companies |
| ! | Custom specialty firms dropping volume prices | + | Expand supplier sources for high-end |
| ! | Costs of new equipment and staff pinch margins | + | Upgrade machinery to improve turnaround times |
| ! | Design talent leaves company | + | Improve capacity and scheduling |
| ! | Demand drops for high-end | + | Improve price breaks for volume |

**SIMPLE RISK AND OPPORTUNITY TEMPLATE**

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