

Risk ID	Category / Element	Risk Short Title	Description	Desired Outcome	Current Situation	Proposed Strategy
C00014 [05]	M1 Project Management	Strategy for Delivering Proposals to Project Owners [Ref-C00008]	The target market for PHC Service is strictly the Owners and Sponsors of projects that will probably be Energy Industry medium to large (> \$100m). Finding prospects is this narrow category will not be easy.	A large funnel of Project Owners who we nurture together to give a steady stream of new projects in numbers commensurate with our production capacity.  <b>What Could Go Wrong?</b> If we can't find a stream of identified prospects and deliver proposals to them, the PHC Service is not viable and will have to close.	Recent Agency agreement with CENL enables access to Nigerian projects and contact with owners. We achieved interest from Prof PLO Lumumba (our Ambassador) for pan-African support, a significant platform for sustainable marketing.	1. Make a strategy document with samples of approaches to project stakeholders (owners, government, NGOs). 2. Assemble a register of government officers for approaches. 3. Develop materials for approaches by physical package (Letter, envelope, USB stick with OE Logo, index to what's on the USB).

Risk (three-part) Statement			Current Risk			Response Type	Manageability	Residual Risk	Risk Owner	Due Date	Close Date	Last Review Date Notes
Cause	Risk Event [uncertainty]	Consequence	Probability	Impact	Score (Pxl)							
1. Failure to identify qualified prospects. 2. Prospective clients don't understand or believe our value proposition. 3. Approaches not impressive.	Failure to persuade any prospects to take the PHC Service.	End of PHCC	4	4 H-1 C-1 Q-1 S-1	16	Mitigate	4	12	Winter, David	30Sep24	Open	15Oct24

Mitigating Actions / Response				
ID	Actions	Action Owner	Due Date	Close Date
#1	Compile a dossier of sample approaches (Format, prospect type, message, attachment).	Bajrami, Remzi	24Jul24	Open
#2	Compile a register of government contacts for approaches. [Latest: ongoing (Andrew's actions) - two weeks]	Odoemena m, Kenneth	01Jul24	Open
#3	Develop material for physical approach (Letter, envelope, USB stick with Logo, index sheet for USB contents). [Latest: The index for the USB stick contents could be in the form of a mousemat?]	Winter, David	24Jun24	Open

**Last 10 RM Events (Meetings/Interviews/Workshops).**

Mtg.	Date	Title / Person / Department	Objective	(1 Events held.)
E0038	15 May 24	Agency Prospect Nigeria	Discussion to establish CENL Representation of Order Efficiency by Agency Agreement.	

Comments	History
25may24 - [new concern]	25may24 - [new concern]

Top Risk	5	Summary	Top Risk Mitigation
Effective approaches in prospecting for clients (Project Owner/Sponsor).			Build a strategy framework for approaches, ending in physical package-on-desk with promotional materials enclosed.