



## **Six Key Business Planning Risks**

### **Development risk:**

Can we actually develop the product?

### **Manufacturing risk:**

If we develop it successfully, can we produce it?

### **Marketing risk:**

If we can make it, can we sell it?

### **Financial risk:**

If we can sell it effectively, will the resulting company be profitable?

### **Growth risk:**

If we can operate profitably at one level, can we maintain it as the company evolves?

### **Succession planning risk:**

What will happen if there is a change in ownership of the business?