

| <u><b>BUSINESS VULNERABILITY REPORT</b></u> |                    |                  |                   |
|---------------------------------------------|--------------------|------------------|-------------------|
|                                             | <u>Catastrophe</u> | <u>Ignorance</u> | <u>Ineptitude</u> |
| You                                         |                    |                  |                   |
| Business Associates                         |                    |                  |                   |
| Employees                                   |                    |                  |                   |
| Competition                                 |                    |                  |                   |
| Market                                      |                    |                  |                   |
| Customers                                   |                    |                  |                   |
| Vendors                                     |                    |                  |                   |
| Government                                  |                    |                  |                   |
| Reputation                                  |                    |                  |                   |
| Digital Presence                            |                    |                  |                   |

| <u>BUSINESS IMMUNE SYSTEM REPORT</u> |                    |                  |                   |
|--------------------------------------|--------------------|------------------|-------------------|
|                                      | <u>Catastrophe</u> | <u>Ignorance</u> | <u>Ineptitude</u> |
| Management                           |                    |                  |                   |
| Personel                             |                    |                  |                   |
| Production                           |                    |                  |                   |
| Plant                                |                    |                  |                   |
| Measurements                         |                    |                  |                   |
| Marketing                            |                    |                  |                   |
| Sales                                |                    |                  |                   |

| <u>BUSINESS VULNERABILITY MATRIX</u> |               |               |                 |
|--------------------------------------|---------------|---------------|-----------------|
|                                      | <u>ACTIVE</u> | <u>LIKELY</u> | <u>UNLIKELY</u> |
| SERIOUS                              |               |               |                 |
| MODERATE                             |               |               |                 |
| MINOR                                |               |               |                 |



SMART BUSINESS DECISIONS

## STRONG PROTECTED BUSINESS PLAN

[illegible]