## Sample Risk Management Proposal:

Name of company: New Age Inc

Address: 920 Putnam Lane, Austin

Proposal prepared on: February 29, 2012

Proposal prepared by: Ryan Adams

Manager, New Age Inc

Proposal submitted on: March 1, 2012

Proposal name: Proposal to create risk management strategy

**Purpose:** The purpose of this proposal is lay down the risks faced by the business and measures that will help counter those risks

**Other details of Risk Management Proposal:**

* The important risks that this business faces are changes in the profile of the customers, retaining old customers and getting new ones.
* In order to counter that we need to have a new sales and marketing plan which will inform our customers about our brands and make them stick to our products without drifting off to other companies
* Additional training must be provided to the sales and marketing department in order to make them more proactive in retaining the customers

Proposal accepted and approved by: Arthur Canning

President, New Age Inc