



F.2 - Death Threats

Identify the death threats related to the Anti-Eating Face Mask: The Guaranteed Way to Lose Weight. Use the illustration as stimulus for identifying possible death threats for each type of risk in the chart below.



The Guaranteed Way to Lose Weight.

| | Identify Potential Death Threats |
|---|----------------------------------|
| <p>MARKET RISK: Everything associated with going to market and persuading customers.</p> | |
| <p>TECHNOLOGY RISK: Making it real - Making it really work: Designing and manufacturing.</p> | |
| <p>ORGANIZATIONAL RISK: Internal policies and stakeholders - financial, regulatory, safety issues.</p> | |