**Part I (1 page long)**

At work, have you ever experienced the results of inadequate financial budgeting and planning? If so, describe your experience. What were the consequences? What could have been done better?

If no, discuss your opinion on a starting point in the budgeting and planning process. Also, mention the fundamental elements of an adequate financial planning process.

**Part II (APPLE)**

Prompt: In this milestone, you will submit a draft of the Risk Analysis section (III) and the Risk Management Strategies section (IV) of the final project. You will analyze the different risks that the company faces and classify the risks (e.g.,stand-alone risk, corporate risk, or market risk), which were discussed in Module One and more specifically in Module Five. You will also analyze the impact of these risks in regards to the company’s internal and external environments. Lastly, you will recommend risk management strategies that minimize the risk and maximize the return for the company. For example, you might think about whether a company should reduce its use of debt or seek short-term or long-term financing options instead.

Specifically, the following critical elements must be addressed:

1. **Risk Analysis** 
   1. a)  What is a specific risk that you have identified as relevant to this company, its product(s), and its industry?
   2. b)  As which type of risk would you classify it? In other words, is it considered stand-alone, corporate, or market risk? Be sure to defend your reasoning.
   3. c)  What do you feel is the impact of the risk with regard to the company’s external environment (i.e.,economic trends, regulatory landscape, and competition), as well as its internal environment (i.e., people, process, and infrastructure)?
   4. d)  To what extent do you feel this risk can be effectively balanced with return? Be sure to justify your reasoning.
2. **Risk Management Strategies** 
   1. a)  What risk management technique do you feel would be most appropriately employed to minimize or mitigate the effect(s) of this risk? Why?
   2. b)  Similarly, what strategies might you suggest for maximizing return in the face of this identified risk? Why?
   3. c)  What recommendations would you make in terms of determining the effectiveness of these risk/return management measures over time? Be sure to justify your recommendations.

**Your paper must be submitted as a 5- to 6-page Microsoft Word document with double spacing, 12-point Times New Roman font, one-inch margins, and at least 3 sources cited in APA format.**