**My business concept:**

"DIY K-9 KIT & Training center"- My idea is on having a home dog training course and a kit. The kit will be in such a way to be put together by the customer of the idea. The kit is designed to include cones, ramp, treat bag, tunnel, command platform and shock collar. There will also be a study guide booklet that will teach the customer step by step on how to go about to the training the dog. There will also be an APP where the customers may download in their smart phones and thus allow the customers to link with a professional dog trainer. There will also be a tracker to see the progress of the dog as well as marking goals and timelines all along the way. The first week after the customer will use the app for free and then choose the option of purchasing the subscription monthly. I will also offer dog training services myself. Including multiple packages depending on what type of training you'd like for your dog. To include basic obedience training, search and rescue, show dog training etc...

3 hours ago

**Videos posted from the lesson:**

<https://youtu.be/P2t5WsCIQ64><https://youtu.be/Cp_XEhexcDw>

**Information from this weeks lesson**:

Analysis of Risk

Analysis of risk is part of the environmental scan that is the foundation for SWOT analysis. The goal of this assessment is to evaluate and forecast the opportunities and threats facing the organization and then prioritize and determine which should be acted upon. This situational analysis is the basis for strategic planning wherein efficient and effective strategies are created to capitalize on opportunities and block any critical threats.

One of the most prevalent areas of risk facing all businesses today is the threat of cyber-attacks by hackers. Company records and valuable information need to be encrypted and stored safely to avoid security breaches that could devastate a company. Unfortunately, this is an ever present risk that will continue to grow as new technologies change the way business is conducted and they expand into the global marketplace.

Individuals responsible for environmental scanning also need to be aware of any specific risks that are prevalent within their particular industry. For example, there may be health risks involved in pharmaceutical, medical, and restaurant industries; environmental and hazardous waste risks involved in manufacturing and chemical industries; and economic risks facing banking and financial industries. Every business faces some, or all, of these potential risks.