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| **Contingency Plan** | | | | | |
| **Objectives** | **Risks** – Describe the Risk | **Likelihood**  Low-Med-High | **Consequence**  Low-Med-High | **Risk Rating**  Low-Med-High | **Contingency & Control Measures** |
| Engage With Customers  \*Raise Profile by 20%  \*Imp Cust Sales by 10% |  |  |  |  |  |
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