



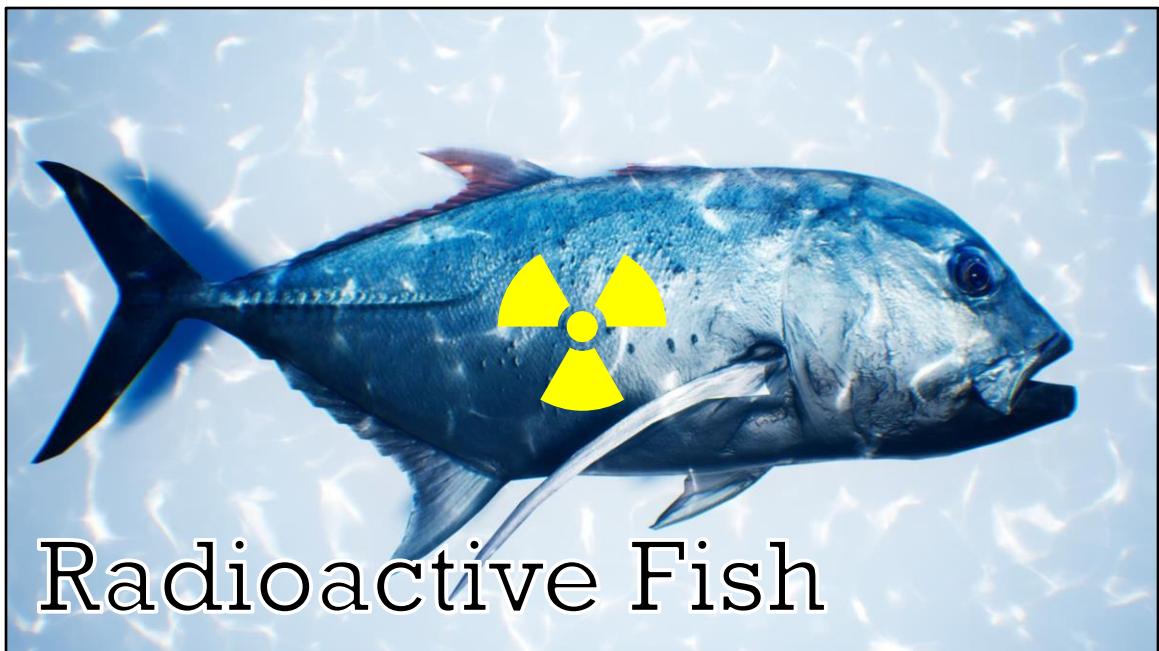
## Global Recession

A global recession has hit the economy hard, forcing mass layoffs and driving many small companies to file for bankruptcy. Consumers are hesitant to buy seafood and are opting for cheaper alternatives such as vegetables, pasta and bread.



## **Cost of Labour**

Transport costs have risen substantially due to an increase in the minimum wage to USD\$25 / hour for all truck drivers across the country. You've been forced to pass this onto consumers making your seafood less competitive against foreign imports.



## Radioactive Fish

### **Radioactive Fish** ☢

Rumours have been circulating about potential radiation contaminating your supply chain. Despite numerous external audits verifying the safety of your product, many supermarkets and restaurants refuse to buy and have cancelled all existing orders.



## Illegal Fishing

A recent report by a prominent environmental activist group has found that some of your suppliers are illegally fishing in internationally protected waters. Consumers have begun to boycott your products and the police are considering an investigation.



# Delivery Delays

## Delivery Delays

A huge number of consumer complaints have been flooding in concerning late deliveries. Photo evidence from disgruntled customers also shows rotting fish and broken packaging. The news is beginning to spread on social media platforms (e.g. Twitter & Facebook).



# Security Breach

## Security Breach

Your computer network has been hacked, resulting in thousands of orders being frozen and the credit card details of many customers being stolen. Your IT department needs several days to fix the problem but customers have already begun to complain online.