	Marketing - PRAM Process Risk Assessment Matrix		Document Number: PR-SS-13.01
	Department: Marketing	Effective Date: July 12, 2024	Revision No 2

Legend:

Probability of Occurrence		Based on Transactions
High	Almost certain will occur	11 & above
Medium	Occur at some time	6 - 10
Low	Remote Possibility	0 - 5


Severity of Risk	
Critical	Will greatly affect stakeholders' satisfaction
Non- critical	Less effect on stakeholder satisfaction

PROCESS RISK ASSESSMENT MATRIX								
Key Process/ 2Ps or Guidelines title	Risk (Potential Problem that may occur)	Most Likely Cause	Probability of Occurrence	Severity of Risk	Action Plan to Prevent Occurrence/ Operational Control	Support Documentation/ Record Used	Action Plan to Prevent Recurrence/ Contingent Action	Support Documentation/ Record Used
Marketing Department Supported Company and Customer Events	Delayed in payment to suppliers (F2 Finance)	Delayed in payment processing No contract/ not following the contract	Low	Critical	Immediate follow up with finance in charge	Viber Message, SMS, Email	Notify finance team of the payment in advance	Viber Message, SMS, Email
	Deviation from event planned	Due to natural disasters or any fortuitous events	Low	Critical	Evaluate the current situation & current action plan	Viber Message, SMS, Email, Printed Document	Timely communication of decision to concerned parties	Viber Message, SMS, Email, Printed Document
		Cancellation of events such as Volleyball Leagues due to pandemic	Low	Critical	Evaluate the current situation & current action plan	Viber Message, SMS, Email, Printed Document	Timely communication of decision to concerned parties	Viber Message, SMS, Email, Printed Document
	Negative impact to reputation	Unauthorized and/or inappropriate action by an F2 Employee	Low	Critical	Evaluate circumstances/ current situation Evaluate if there is a need for disciplinary action, press release and legal assistance	Viber Message, SMS, Email	Conduct briefing on possible natural disaster	Viber Message, SMS, Email

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Corporate Communications and External Affairs	Misinformation	Miscommunication, not enough gathered information, lack of research	Low	Critical	Verify data and information	Viber Message, Email	Management Review before posting	Viber Message, Email
		Incomplete supporting materials						
	Delay in production time (Creative design(s))	Last minute requests that are urgently needed	Low	Critical	Re- evaluate the importance and urgency of current task Set Leadtime of production	Viber Message, Email	Ensure calendar of activities are updated in the RISA and remind requestor to have one (1) month lead time on their request(s).	Viber Message, Email
		Insufficient time in producing the needed materials			Source out stocked/ on hand materials		Collect as much materials beforehand, Secure storage of files for future use Plan production of materials needed ahead of time	
		Delay in approval due to high volume of projects			Immediate follow up the approval of signatoriesEvaluate timeline of project	Email/ Viber/ Document	Seek approval as early as possibleConstant reminder to approver	Email/ Viber/ Document
Corporate Communications and External Affairs	Negative impact to reputation	Did not go through the process of approval	Low	Critical	Track the mileage of a negative write up/ post Evaluate if there is a need for legal assistance	Viber Message, SMS, Email	Assure that all steps in the approval process is followed from Marketing Peers to Top Management Communicate needed lead time of at least one (1) month for their request(s).	Viber Message, SMS, Email
		Unauthorized posting in social media such as Facebook, Instagram			Determine the author and approver of the post Evaluate if there is a need for disciplinary action and press release		All post will go through Marketing & Research Manager's approval	
		Unauthorized use of Brand Logo			Determine who use and approver of the usage of logoEvaluate if there is a need for disciplinary action, press release and legal assistance		All brand related usage will go through Marketing & Research Manager's approval	
	Unmet monthly target no. of followers per social media accounts	Lack of sporting events Removal of inorganic accounts	Medium	Not Critical	Hire Content Specialist responsible for posting regular social media content	Social media posting	Periodic review of content effectiveness Produce relatable and relevant content	Social media posting

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Support to Internal Customers	Misinformation	Miscommunication, not enough gathered information, lack of research	Low	Critical	Verify data and information	Viber Message, Email	Management Review before posting	Viber Message, Email
		Incomplete supporting materials						
	Delay in production time	Last minute requests that are urgently needed	Low	Critical	Re- evaluate the importance and urgency of current taskSet Leadtime of production	Viber Message, Email	Ensure calendar of activities are updated in the RISA and remind requestor to have one (1) month leadtime on their request(s)	Viber Message, Email
	Unavailability of manpower due to pandemic	No available transportation, safety protocols such as lockdown imposed by LGU/ IATF	Low	Critical	Implement work from home set up/ flexible work arrangements	Viber Message, Email	Adapt in the new normal situation- conduct virtual meetings and continuous implementation of work from home set up/ flexible work arrangement to give further assistance to internal customer	Viber Message, Email, Minutes of Meeting, Screenshot of virtual meetings
Preparation of Monthly Research Outputs	No/ delayed Monthly Research Output	Unreliable source/ Limited source of information, Lack of data comparison	Low	Critical	Immediately verify and double check reliability of source	World Wide Web, Publications, Books, Online Research Reports	Collect as much source of information beforehand, Secure storage of files for future use	World Wide Web, Publications, Books, Online Research Reports
		Unavailable data source of information	Low	Critical	Source out immediately and explore other channels or sources of information	World Wide Web, Publications, Books, Online Research Reports	Collect as much source of information beforehand, Secure storage of files for future use	World Wide Web, Publications, Books, Online Research Reports
		Lack of access to resources such as Data privacy, Confidentiality of source	Low	Critical	Source out immediately and explore other channels or sources of information	World Wide Web, Publications, Books, Online Research Reports	Collect as much source of information beforehand, Secure storage of files for future use	World Wide Web, Publications, Books, Online Research Reports
	Negative impact to reputation	Misinformation	Low	Critical	Verify data and information	Viber Message, SMS, Email	Management Review before posting	Viber Message, SMS, Email
Preparation of other Reports	No/ delayed submission of reports	Miscommunication, not enough gathered information, lack of research	Low	Critical	Verify data and information Source out immediately and explore other channels or sources of information	Viber Message, Email	Collect as much source of information beforehand, Secure storage of files for future use	Viber Message, Email
		Insufficient time in producing the needed information/ data	Low	Critical	Source out immediately and explore other channels or sources of information	Marketing file (via Hard drive and Google drive)	Collect as much materials beforehand, Secure storage of files for future use	Marketing file (via Hard drive and Google drive back up)

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