**Developing International Markets**

**Learning Outcome 3: ACTIVITY 4**

**Group Activity**

## **Smartphone risk management strategies**

You are a risk management team that specialises in the technology and telecommunications industry. An ‘up and coming’ Smartphone manufacturer has created a new line of Smartphones that they believe will revolutionise the Smartphone industry.

EKA Mobile (fictional) is an Indian based company that has produced the EKA 2002 Smartphone. The phone boasts a dual camera on the rear; 18.5:9 aspect display and finger print sensors. The company has come to you for your advice on what risks they may face and what risk management options they should use to help resolve/lessen the risks.

Discuss your findings with the group.