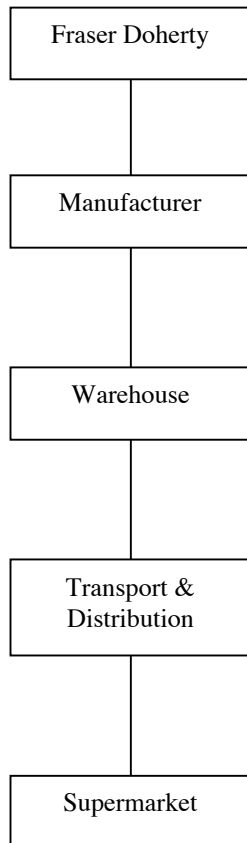


**TRICKY BUSINESS 2**  
**PROGRAMME 4: DOHERTY'S JAM**

**ACTIVITY**  
**Risky business**

Look at the diagram of the supply chain. Mark it to show what risks Fraser could face at each step in the chain and how they could affect his sales, finance and business reputation. Be creative and think of as many risks as you can (e.g. illness, mechanical breakdowns, computer failures, late payments, legal problems, natural disasters and so on).



Review the outcomes and decide if John is right when he says that Fraser is embarking on a high-risk business strategy.