

# Contingency planning

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There are two recommendations for Aldi: materiality analysis and development of contingency plan. The former is to take advantage of the opportunities while the latter is to address the threats. A materiality analysis is use to determine internal issues and priorities within Aldi. I should take not in here that is lagging behind its primary rivals as Coles Myer and Woolworths in term of market share. If Aldi will do this, then it could consider optimizing the business model while not drawing away from its core values.

Materiality analysis could drive Aldi to advance existing and emerging market strategies to further drive long term business value, identify and address risks surrounding the strategy and build and maintain a strong brand and reputation. Aldi could also determine whether there are areas that are limiting their performance as an organization and then arrive at future plans that concern its main operation. Contingency planning is used if possible foreseen risk event becomes a reality. It would be necessary for Aldi to assess the potential impact of that specific event so that to understand the extent of potential loss. Operational conflicts or dilemmas could be address by reconsiderations and restructuring and only appropriate processes and business practices will be left then. There are two recommendations for Aldi: materiality analysis and development of contingency plan.

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