

## **Action Plan to improve Market Confidence: Draft Copy**

The table below sets a process through which the a State Forestry Agency can collect information about its market and its customers to identify where they can develop their existing businesses to meet current and unmet demands.

It will be important for their main customers to have confidence that the volume of forest products they require will be available in sufficient quantity and quality to meet their needs.

This is an integral part of Client Management Systems.

<b>1 Understand Structure of Market</b>						
			<b>Customers</b>	<b>Share</b>	<b>Trends</b>	<b>Export Potential</b>
	<b>Product Area</b>					
	<b>Pulp and paper products</b>					
	<b>Sawn wood</b>	<b>Construction</b>				
		<b>Furniture</b>				
	<b>Veneers</b>					
	<b>Energy</b>	<b>Firewood</b>				
		<b>Bio mass</b>				
<b>2 Understand Customers</b>						
	<b>Customer</b>	<b>Volume</b>	<b>Market Segment</b>	<b>Share</b>	<b>Trends</b>	<b>Issues</b>
<b>3 Understand Current Production</b>						
		<b>Annual Increment</b>	<b>Amount logged (imported)</b>	<b>Amount purchased</b>	<b>Action to increase domestic production/purchasing to meet demand</b>	
<b>Domestic</b>	<b>Softwood</b>					
	<b>Hardwood</b>					
<b>Imports</b>	<b>Softwood</b>					
	<b>Hardwood</b>					
<b>4 Import Penetration</b>						
	<b>Product imported</b>	<b>Volume</b>	<b>From</b>	<b>Value</b>	<b>Action to increase domestic production/purchasing to reduce imports</b>	
<b>5 Export Opportunities</b>						
	<b>Product</b>	<b>Volume</b>	<b>Competitive Advantages</b>		<b>Competitive Disadvantages</b>	