

Wood Industry Business Plan Team Members: 1) _____,
2) _____, 3) _____, 4) _____

Activity: Pretend you won the lottery and had unlimited dollars to invest in your community to start a wood industry of some kind. Each person on the team has a role to play. Working together, quickly make the following decisions. Each team member will present the results for their "department" to the class.

- **TEAM** What type of wood industry might be successful here?
- **Marketing Director (1)** This industry needs to be self-supporting after the initial investment so you will need a steady market for your product. Who will buy what you make?
- **Logistics Specialist (2)** Transportation costs and methods need to be considered because those costs will raise the price of your product or deduct from your profit. How will you move it?
- **Biologist/Natural Resources Scientist (3)** How would this industry impact your environment? What other natural resources will you need?
- **Public Relations Specialist (4)** How would the community view this project? What are the pros and cons?

Some ideas: Fence posts and fencing, log homes, timbers and beams, wood pellets, lumber, utility poles, furniture, flooring, railroad ties, pallets, plywood, Oriented Strand Board (OSB), rafters and trusses, compost, fertilizer, firewood or pellets, anything made of wood.

Each team member will present part of the business plan to the class in 30 seconds or less.