

Market Evaluation Worksheet

Statement of Purpose:

The Market Evaluation Worksheet asks you and the woodland steward to assess past, current, and future market potential of the product(s) or service(s). Reference the Library & Archive and the Directory for up to date market information.

1. List the product(s) or service(s) that the woodland steward wishes to sell.
2. Describe each product and/or service.
3. When would the harvest and sale occur?
4. Who will buy the product?
5. What markets currently sell the product(s) or service(s)?
6. Who is buying the product(s) or service(s)?
7. How do you reach the buyers?
8. What is the average, most up-to-date market price per market?
 - Bulk
 - Wholesale
 - Direct to consumer

Porter Five Forces Model:

The model measures current competition and asks how the product(s) and service(s) distinguish itself from others.

I. Competition in the Industry	
II. Threat of Substitute Products or Services	III. Bargaining Power of Buyers
IV. Threat of New Entrants	V. Bargaining Power of Suppliers