

## Chip's Logging Company

<p><b>Identity</b></p> <p>Chip's Logging company harvests wood for pulp. Has been in business for 30 years and has a buncher and a grapple skidder.</p>	<p><b>Opportunity</b></p> <p>Mills need wood pulp. Private landowners would like their woodlots harvested.</p>
<p><b>Our solution</b></p> <p>Chip's logging will reliably provide 1,000 tons of pulp to two mills a week and provide landowners with a quality harvest.</p>	<p><b>Target market</b></p> <p>The target audience is mills within 40 miles of the harvest operation</p>
<p><b>The competition</b></p> <p>There are several harvesting companies in the area that sell to the mill.</p>	<p><b>Revenue streams</b></p> <p>Chip's Logging will sign a contract with two mills to provide wood and will solicit twenty private landowners.</p>
<p><b>Marketing activities</b></p> <p>Chip's Logging will complete Master Logger Certification, use online and direct mail to attract customers.</p>	<p><b>Expenses</b></p> <ul style="list-style-type: none"> <li>• Fuel, equipment, trucking, parts, labor, insurance</li> </ul>
<p><b>Team and key roles</b></p> <p>Currently, team members include the owner, Chip Wood and as profits increase, Chip's Logging will look to add an employee to assist with online marketing and bookkeeping. Will also explore adding a safety consultant.</p>	<p><b>Milestones</b></p> <p>As business grows, Chip's Logging will advertise in target markets and add a truck to ensure he has transportation for the wood.</p>
<p><b>One year plan</b> – Add a truck and trailer, may hire the truck out and subcontracting out the delimeter work.</p>	
<p><b>Five year plan</b> – Add another piece of logging equipment and build a larger garage, if cash flow allows</p>	