

Feasibility study for the wood-processing industry

Future Market South-Eastern Europe:
Importance and Potentials for the Styrian Timber Industry

Programme

go international – special funds for financing sector specific feasibility studies,
OeKB - Department of Project and Environmental Analyses

Project Duration

06/2005 – 11/2005 (6 months)

Project Partners

None, independent realization by MERIG

Project Description

The intention of the feasibility study is to build a basis for a successful market entry in Croatia and Bosnia-Herzegovina for wood-processing companies. The overall aim of a broad feasibility study and implementation concept is pursued corporately with interested companies of the industry sector. There are three core points of the study:

First of all relevant markets are defined in consultation with interested companies. Subsequently general market development data is evaluated for the target countries. This second stage is conducted in close cooperation with experts in the field of wood and timber from Croatia and Bosnia-Herzegovina. Finally the collected data is analysed and market potentials are deduced using established models and methods as the SWOT-analysis and Porter's-5-forces. In addition relevant stakeholders from different levels were figured out and included in the processing of the study. In order to provide as much support as possible for relevant companies, appropriate business models and criteria of success are stated.

The result of the project is a substantial guidance for realizing internationalisation activities and forcing export activities of the Styrian timber industry in the markets of Croatia and Bosnia-Herzegovina.