Forestry Enterprise Support Model

**PHASE 1:**
- ASSESSMENT
  - Visit project(s) prepared
  - Use scorecard to assess project level
  - Make a desktop study using the following criterion
    - Area/Business Matching
    - Market, Customer & Product research
  - Gather as much information about the project as possible
  - Confirm support & draft SMART objectives
  - Record project on the database

**PHASE 2:**
- ANALYSIS
  - Gather literature available (sector studies etc)
  - Input from the Desktop study
  - Recommend project specific support
  - Alternatives

**PHASE 3:**
- APPROACH: Implementation of Recommendations
  - Options to implement recommendations
  - Risks & constraints
  - Logical support OR Mobilization of support

**PHASE 4:**
- IMPLEMENTATION OF SUPPORT
  - Monitor support
  - Evaluate support
  - Measure effectiveness of support: RESULTS
  - Measure efficiency of support: OBJECTIVES ACHIEVED

**PHASE 5:** TELL SOMEONE, MAYBE THE MINISTER

**FOREST DEVELOPMENT**