

# EXECUTIVE SUMMARY

DELIVERABLE D\_6.6

TV4NEWOOD PROJECT

AGREEMENT NUMBER:  
ECO/12/333079/SI2.653690



Co-funded by the Eco-innovation  
Initiative of the European Union

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This deliverable is a part of project business plan.

The business plan is divided in the following deliverables:

D\_6.6 Executive Summary (chapter 1)

D\_6.1 Business Summary (and Market analysis summary) (chapters 2 and 3)

D\_6.4 Strategy and implementation summary (Chapter 4)

D\_6.5 Financial plan summary (chapter 5)

D\_6.8 Femca analysis and Exit Strategy Plan (chapter 5) and Monitoring (chapter 6)



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# 1. Executive Summary

This document is intended as milestone for WDE business strategy and might be tailored for specific purposes, adapting its contents in terms of communication styles to different addresses.

Its aims to:

- Orient the decision-making processes of management
- Provide the investor information for the evaluation of the economic convenience in investment
- Present methods of use of resources and how these will support the achievement objectives

Its main exploitations are:

- strategical: define competitive positioning, future objectives, risk assessment
- planning: define resources needs (knowledge, financial, organisational, partnerships), tasks and goals
- control: monitoring the correct implementation and defining corrective actions

It will identify future financing needs and is usually a necessary step in raising external finance.

Generally, it stems from the strategic planning process which is the evaluation of a business's competitive advantage and opportunities. The business plan will develop in more detail the broad action points derived from strategic planning, establishing corporate goals, setting objectives, evaluating the operating environment and producing ways to measure their successful achievement.

For WDE the business plan is a useful ongoing tool, as it will be used to measure progress as well as to communicate between management, staff and existing investors/bankers. To achieve this it must be kept up to date as the business moves through different stages, from start-up to rapid growth and maturity. A company's strategy must also change along with its objectives.

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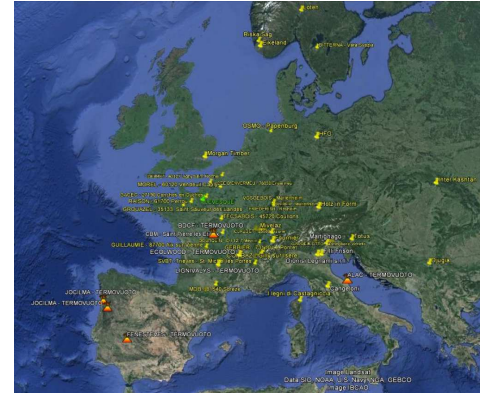
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Business description and opportunities

WDE designs and manufactures wood dryers and devices for heat treatment of wood. Our market is international, and we export most of our machines, both in European and overseas countries.

The image below shows where our devices are mainly located at European level.



Our customers are SMEs for the treatment of wood, providing drying and heat treatment services. Their main and most typical applications are in cladding and building sector (outdoor).