

<b>Characteristics</b>						
Years Est.						
Employees						
Volume Act/Full						
Capacity						
State of machines						
Kiln (capacity)						
<b>Product</b>						
Product Lines						
Species Used						
Vol /Capacity						
Min. Order						
Grading/Stnds						
Special Orders						
Lead Time						
Payment Methods						
Product R&D						
<b>Markets</b>						
Export Markets						
Growth						
Mkt/Prdct Targets						
Customer Targets						
Supply shifts						
Regulations						
<b>Competition</b>						
Competitors						
Description						
<b>Promotion</b>						
Communication						
Effectiveness						
Samples						
Est. relations						
<b>Distribution</b>						
Procurement						
Supply chain						
Species						
Certification						

# customers	
Types	
<b>Marketing Ops</b>	
Mktg. rep	
Mktg. strategies	
Historical efforts	
Plan	
Info sources	
<b>S.W.O.T.</b>	
Strengths	
Weaknesses	
Opportunities	
Threats	
<b>Marketing Need</b>	
Expansion Ideas	
Main problems	
Type of assist.	