



# **A Planning Guide For Small and Medium Size Wood Products Companies: The Keys to Success**

*Jeffery L Howe*

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Today, wood products companies across North America are facing competitive pressure from numerous sources. Traditional products are being manufactured in new regions (e.g. developing nations), substitute products are being developed by competing industries (e.g. steel), and there is a strain on bottom lines brought about by greater restriction of natural resources and the general rising cost of doing business. All this is stretching the abilities of the wood products executive to the limit. The times are changing, and they're changing quickly. So what can be done to improve the chances of success and maximize the firm's capabilities?

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