Result of the SWOT analyses, internal and external issues characterising biomass supply chain for premium wood chips in Styria

Internal strengths

S1. High quality of the produced wood chips
S2. Short transport routes
S3. Good delivery/customer service
S4. Cooperation between FOC and biomass trade centres
S5. Utilisation of otherwise not marketable timber qualities
S6. Direct customer contact

Internal weaknesses

W1. High feedstock costs delivered to plant
W2. Information deficits and lack of coordination in the supply chain
W3. Feedstock supply depends on weather conditions
W4. Low capital adequacy of biomass trade centres
W5. Difficulties to communicate differentiation value (higher price for quality wood chips)
W6. Biomass trade centres don´t have fixed opening hours
W7. Lack of cooperation between different biomass trade centres
W8. Low use of intelligent ICT in the supply chain

External opportunities

O1. Trend towards biomass heating systems
O2. Decrease of timber import potentials
O3. High regional biomass resource potentials
O4. Growing ecological attitude of government and society
O5. New customer groups (e.g. wood gas HP)
O6. Effective ICT is affordable

External threats

T1. Increasing feedstock price due to competition with material use of biomass
T2. Increasing competition through service providers and imports
T3. Restrictive capital market
T4. Seasonal demand and short-term orders of wood chips
T5. Low market availability of biomass potentials
T6. Changes in support policies