

Schedule

February – May 2017

Name of organisation

Social Forest

<http://socialforest.org/>

Description of organisation's activities

Social Forest is a forestry and forest management company focused on training and employment for excluded or unemployed young people. Social Forest provides forestry services in Catalonia for private-sector companies and public institutions with a sustainable approach to forestry work and a collaborative and social concept of vocational training. As a forest management company specializing in biomass, its different services and specialist areas focus on integral forest management including environmental protection and sustainability, whilst also promoting the use of biomass as an energy resource.

Why help?

The organisation is currently in a growth phase and seeks to achieve sustainable growth and greater market visibility. To do so, they would like to conduct a survey and launch a new product.

Proposed mission

Consultancy in marketing of goods and services. The aim is to analyse the feasibility of a new product: define the sales path, analyse its potential, segment the distribution channel, improve customer numbers and loyalty, and finally manage to sell the chosen product.

Profile of the giving back consultant

Social Forest seeks alumni with knowledge or experience in the sale of goods and services willing to help them develop this new project.