

# **MALIN LUMBER TRADING**

Brgy. Malinao, General Luna, Surigao del Norte  
0906-033-3003 | [marinogubaton63@gmail.com](mailto:marinogubaton63@gmail.com)

## **BUSINESS PLAN OF MALIN LUMBER TRADING (CY October 2025- December 2026).**

### **I. BASIC INFORMATION**

Malin Lumber Trading is a registered entity of the Department of Trade and Industry (DTI) and valid until November 17, 2028, and also covered with a Mayor's Permit to operate in the Municipality of General Luna. This shop is a sole proprietorship owned and managed by Marino B. Gubaton located at Brgy. Malinao, General Luna, surigao del. This shop intends to engage in lumber dealership to their clients, thus, applying for a renewal of permit to be an authorized lumber dealer to the Department of Environment and Natural Resources (DENR).

### **II. MARKETING PROGRAM**

#### ***Products***

Sawn and finished lumber of different dimensions of natural-grown and planted sawn lumber or any other species as long as it is in consonance with the forestry laws, rules and regulations. The aforesaid lumber will be sold at the lumber yard of the shop. All lumber sold by Malin Lumber Trading came from legitimate supplier which will be sold to the public depending on their demand. The specification of its volume will be distributed in the following dimensions, to wit:

- a) 2" x 2" x 3' up to 4' and longer;
- b) 1" x 2" x 6' and longer;
- c) 2" x 4" x 6' up to 8' and longer;
- d) 2" x 8" x 10' and longer;
- e) 2" x 4" x 10' and longer;
- f) 3" x 3" x 8' and longer;
- g) or any desired dimensions of the client except for cants and flitches.

#### ***Pricing structures***

The pricing of the product will follow the prevailing Market Price in the Municipality of General Luna of finished lumber. The shop will offer free of charge delivery within the municipality while additional charge will be considered for out of town deliveries. A discount will also be considered if the customers provide his own transportation. The concept of the law of supply and demand may also be applied to the pricing structure of our finished lumber.

#### ***Distribution Channel and Outlet***

The yard will be the only outlet of this commodity.

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## **Promotional Program**

Signboard enough to be seen by the public will be installed in front of the yard. Advertisement through social media sites like Facebook or any other online promotion may be considered to immediately reach a mass of clients within the area of Siargao Island.

## **III. PRODUCTION PROGRAM**

### **Development Plan**

The lumber yard is specifically located along the National Road of Brgy. Malinao, General Luna, Surigao del Norte with an area of 200 sq.m., which is sufficient enough to accommodate lumber shed, building, other structure and the possible future expansion. Fire prevention tools and basic medical equipment will also be placed in a proper area to immediately respond in the case of emergency.

### **Processing schedule**

The yard shall exclusively deal of buying and selling of lumber acquired from a legitimate supplier.

### **Employment Program**

The proprietor will employ Two (2) laborers to handle routine works like loading, checking, grading and unloading of lumber products. A pollution control officer/Office Staff will also be employed in order to take order and ensure the proper disposal of waste in the lumber yard.

### **Cost Reduction Program**

The owner/proprietor will control costs through personal observation and supervision of the operation. The use of solar panels for lights may also be considered to save energy as well as the electric bill.

### **Waste Utilization Program**

To properly dispose waste, the yard will donate wood waste to Brgy. Malinao or neighbors who use wood for cooking and plant fertilizers.

### **Pollution Program**

The provisions of R.A. 9003 will always be considered to maintain a safe, sound, and healthy workplace free of pollution. Malin Lumber Trading also crafted a Two-year Ecological Solid Waste Management Plan (ESWMP) which would serve as the establishments guide in the implementation of proper waste disposal.

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## **IV. FINANCIAL PROGRAM**

This business venture has an adequate capital enough to run the business. In the event that the demand for lumber and furniture increases thus requiring additional capital investment for additional expansion a loan to any financial institution or mortgage of property may be considered.

Submitted by:

**MALIN LUMBER TRADING**

By:

  
**MARINO B. GUBATON**  
Proprietor

Prepared under the  
supervision of a Private Forester:

  
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