

# **BUSINESS PLAN PROGRAM**

## **OF**

# **CHG INTERNATIONAL TRADE CORPORATION**

**(Purok 1 Taguibo, Butuan City)**

**CY 2025-2026**

### **I. INTRODUCTION**

Wood business is most conducive and very attractive in the area particularly in Caraga Region, in general which is considered as the Timber Corridor of the country. The proponent has seen a bright prospect of the wood industry with this vision to venture of mini-sawmill plant in response to the increasing demand of lumber products of some wood based industries in the Region.

CHG International Trade Corporation is small-time business engaged in sticks and lumber dealing represented by Ms. Ireneia M. Alquiza with registered Lumber Dealer in the Department of Environment and Natural Resources with Certificate No. LD-R13-AD.N-09-02222025 with business address at Purok 1 Taguibo, Butuan City.

This business plan is valid for **three (3) years** only. After this period, a comprehensive review and update will be conducted to adjust strategies, goals, and financial projections based on market trends and business performance.

### **II. OBJECTIVES**

- To firmly established a functional lumber yard in order to cater lumber needs of the growing economic activity in the locality and other neighboring municipalities and within the Province of Agusan del Norte and neighboring Provinces;
- To provide employment opportunities to the local residence.

### **III. PRODUCTION PROGRAM**

#### **A. SOURCE OF RAW**

The association has entered a lumber supply contract with a total volume of 518.87cubic meters/220,000.88 board feet of lumber/flitches (falcata species) contracted with CHL Lumber and Furniture Center represented by Ms. Helen Alquiza, a legitimate Wood Processing Plant in Butuan City.

## **B. OPERATION SCHEDULE**

Continuous operation of lumber yards as long as all necessary permits and clearances are secured from the concerned government offices.

## **C. PROCESSING SCHEDULE**

The Corporation will not involve any breakdown of raw logs into lumber in adherence to DENR policy. Lumber purchased from different legal sources of marketable size shall be displayed immediately at the proponents' lumberyard.

## **IV. EMPLOYMENT PROGRAM**

CHG INTERNATIONAL TRADE CORPORATION has only two (2) workers working in the lumber yard. They shall be paid according to the existing laws of Department of Labor and Employment (DOLE) and Local Government. Additional workers on emergency cases especially during loading of lumber for shipment will be hired.

## **VI. POLLUTION CONTROL MEASURES**

All waste materials from one product shall be converted and /or utilized as raw materials for another products, such as the production of wood tiles from trimming of lumbers, woodchips into briquettes and sawdust landfill to the area of the proponent.

## **VII. COST REDUCTION**

As mentioned above, the efficiency in conversion of waste materials to other usable/marketable products and the use conversion means shall greatly contribute the effectiveness for the lumber dealership.

## **VIII. MARKETING PROGRAM**

### **A. THE PRODUCTS**

- Primary products-Lumber and Sticks
- Secondary Products-school chairs, boxes, firewood, door panels, boards, office/dining tables and other furniture wood products, wall decorative cabinet, etc.

### **B. DISTRIBUTION/CHANNELS/OUTLETS**

- Local
- Domestic

### **C. PROMOTION/S**

\*Display the Certificate of Registration at the site of the lumber yard exposed to the public.

\*Offering price discounts that shall be directly proportional to the increase in the volume of customers purchase.

### **IX.FINANCIAL PROGRAM**

The Corporation shall invest additional sizable amount of capital in the business venture for the operation if the economic atmosphere in the country shall show some brighter prospects as indicated in the increase surplus income of the consuming public, and thus, would result the brisk trading in every sector of the business community.

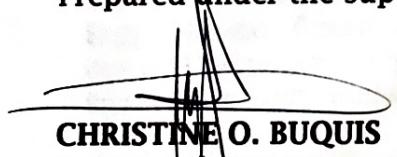
Submitted by:

**CHG INTERNATIONAL TRADE CORPORATION**

by:

  
**IRENEA M. ALQUIZA**

Prepared under the supervision of:

  
**CHRISTINE O. BUQUIS**  
Registered Forester  
Lic. No. 0013359  
Valid until May 16, 2025