

BUSINESS PLAN AND PROGRAM

MARCUS STICK AND LUMBER DEALER Barangay 1, San Francisco, Agusan del Sur

I. INTRODUCTION

Lumber dealership business is one of the most important industries that contributes to the growth and development of the nation. Every construction of whatever size, kind and needs of lumber be it rough or plain. The demand of furniture and lumber is not within countryside but it's a worldwide need. In short, lumber is needed everywhere. That is why the government had formulated policies to safeguard, protect, preserve and conserve our remaining forest areas aside from its policies on maximum utilization of the forest products in order to be assured of continuous supply of raw materials for lumber, furniture and other value added products. However, at present most of the contractors and end users resorted to using planted species of lumber/flitches as their raw materials.

Thus, the proponent of this business plan decides to venture into lumber dealership which may be considered to be small scale buying and selling business using mechanical equipment such as chainsaw, improvised motorized table saw and multiple ripsaw, trimmer, edger as prescribed for the KALAKALAN 20 for local livelihood projects

II. PRODUCTION PROGRAM

a. Sources of Raw Materials

- Logs ranging from 16 cm and up as raw materials derived from CTPO and /PTPR holders;
- Lumber of planted species shall be purchased from legitimate wood processing plants duly registered with the Department of Environment and Natural Resources with approved Lumber Supply Contract;
- Chainsaw lumber with a dimension ranging from a minimum of 2 inches and maximum of 6 inches in thickness regardless of length

The proponent had tied up thru a supply contract to various private tree plantations owners and other legitimate suppliers for lumber/flitches of planted species.

b. Processing Schedule

- Lumbers purchased from different legal sources of marketable size shall be displayed immediately at the proponents lumberyard without further processing;
- Undersized logs/pulp purchased from different legal sources shall be processed through circular table resaw and/or to multiple ripsaw for delivery/supply to plywood/blackboard manufacturing company;
- Lumbers purchased particularly with dimension ranging from minimum of 4 inches and maximum 6 inches in thickness regardless of length that needs resizing based

Our target distribution and outlets will be in our local community and those customers from nearby municipalities.

B. Promotional Ads

The proponent will have to display signage's within the establishment to attract customers and further offering promotional prices to our clients.

C. Pricing Structure

Pricing structure will depend in accordance with the prevailing market price at the time of sale. Government pricing policies will be strictly adhered and price make-up should not be more than 20% above the acquisition/production cost.

V. COST PRODUCTION PROGRAM

As much as possible, variable cost shall be controlled to obtain a marginal profitability but not to the extent of sacrificing the laborer/workers. Part of the savings that can be made by the company will be plowed back to the employees in form of additional benefits and improved living conditions.

VI. FINANCIAL PROGRAM

The proponent shall invest a sizable amount of capital in this business venture for duration of the operation. This amount shall be increased if the economic atmosphere in the country shall show better prospects as indicated by the increase surplus income of the consuming public and thus would result in the brisk trading in every sector of the business community to include the wood industry of our Region.

The proponent is hoping that this plans/program of MARCUS STICK AND LUMBER DEALER will be appreciated and be given due consideration and approval as one of the requisite for the approval of this application.

Respectfully submitted by :


MS. JULIET M. VISTAL
Proprietor