

BUSINESS PLAN
E.T.P LUMBER/MINI CONSTRUCTION SUPPLY
2025-2026

I. INTRODUCTION

The increasing demand for wood materials locally for household construction and repair has stimulated us to engage in lumber dealership. Based on records, the Municipality of Remedios T. Romualdez is a 5th Class Municipality wherein most of the residents can only afford the cheapest basic commodities such as housing materials.

This plan is prepared and geared towards the established of a small scale wood industry venturing on lumber dealership to cater the needs of the populace in the locality. As a lumber dealer, the business will endeavor to assist the consuming public who may need our services by availing all lumber and construction materials produced from planted species as maybe required within the scope of the business.

This plan is prepared in compliance with requirements as called for under RA 1239 and Ministry Order No. 13, series of 1986.

II. MARKETING PROGRAM

2.1 Products

Lumber materials of various sizes will be coming from Great Maolin International, Incorporated, holder of WPP Permit (Integrated) No. RXIII-02-2023 to expire on June 14, 2028 with office address located at Purok 13, Papaya, Brgy. San Vicente, Butuan City, Agusan del Norte, Philippines rep. by Mr. Anthony Tan who is willing to supply a total of 18,000 board feet of planted species for 3 years.

2.2 Pricing Structure

Pricing structure will follow the normal trend of the market price in the locality and it will be competitive in order to ensure the continuity of the business operation.

2.3 Distribution Channels and Outlets

The lumberyard will be located in Barangay Poblacion as the main strategic location to start the business. WE have earmarked the residents of Municipality of RTR, Agusan del Norte as our possible consumers.

2.4 Promotion

For the information of the consuming public, we will avail the services of the nearest radio stations in Cabadbaran City and Butuan City and the social media such facebook for product advertisement.

III. PRODUCTION AND DEVELOPMENT PROGRAM

As mentioned, all lumber materials in desired sizes will be coming from a legitimate supplier, the Great Maolin International, Incorporated. We will not use any equipment in

the production such as resizing and re-sawing since we will be accepting supplies from the supplier based on our orders.

Initially, the firm will be personally managed by the family and will only employ 1 laborer. However, as the operation progresses, additional laborers shall be hired, thereby, creating an employment opportunity to the community.

Generally, all costs pertaining to the business will be controlled possibly at low cost. Overhead expenses shall be pegged at a manageable level to get rid of bankruptcy and insolvency.

IV. ENVIRONMENTAL MITIGATION MEASURES/PROGRAM

4.1 Waste Utilization

Broken, stained and deteriorated lumber will be congregated and will be disposed as firewood.

4.2 Pollution Measures

No major wood processing-related pollution measure will be adopted because we will just engage in the distribution of processed/semi-finished wood products. However, national and local policies on environmental protection and solid waste management will be strictly followed.


V. FINANCIAL PROGRAM

The initial investment will come from our personal saving. In case of higher demand, additional capital will be sourced-out through loans from financial institutions with lower interest rates.

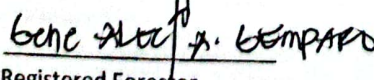
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