



Annual Business Plan of Caspe Lumber & Construction Supply

CASPE LUMBER AND CONSTRUCTION SUPPLY

EXECUTIVE SUMMARY

Caspe Lumber and Construction Supply stands as the sole Department of Environment and Natural Resources (DENR)-registered lumber supplier in San Jose, Dinagat Islands, and surrounding municipalities. The business is owned by Mrs. Ma. Coniefe P. Caspe, while her husband, Mr. Silvestre T. Caspe, Jr., brings extensive expertise in the lumber industry. Together, they manage their own falcata plantation in Barobo, Surigao del Sur, strategically positioning their enterprise to meet the rising demand for construction materials in the region.

Through established contracts with tree plantation owners across the CARAGA Region, the company guarantees a consistent lumber supply. Currently focusing on lumber sales, Caspe Lumber and Construction Supply aims to diversify its product line by incorporating a broader selection of construction materials. Operating from Monday to Saturday, 8:00 AM to 5:00 PM, with a dedicated three-person team, the business projects an annual net income of ₱180,000, maintaining a 30% gross profit margin.

COMPANY OVERVIEW

Business Name: Caspe Lumber and Construction Supply

Business Structure: Sole Proprietorship

Location: P-6, Wilson, San Jose, Dinagat Islands

Owners: Mrs. Ma. Coniefe P. Caspe

Mission: To provide high-quality, sustainably sourced lumber and construction materials to support the infrastructure development of Dinagat Islands and surrounding areas.

Vision: To be the leading and most trusted supplier of construction materials in the CARAGA Region, known for our commitment to quality, sustainability, and customer satisfaction.



MARKET ANALYSIS

Industry Overview

The construction industry in the Philippines is experiencing robust growth, driven by government infrastructure projects and a booming real estate sector. San Jose, as the capital of Dinagat Islands, is witnessing increased demand for construction materials. The province's economy rebounded with a 5.3% growth in 2023, recovering from a 4.3% decline in 2022, indicating a positive trend in economic activities.

Target Market

- Government infrastructure projects
- Local contractors and builders
- Real estate developers
- Retail customers and DIY enthusiasts

Competitive Advantage

- Exclusive DENR Registration: Being the only DENR-registered lumber supplier in the area ensures compliance with environmental regulations and builds trust with clients.
- Sustainable Supply Chain: Ownership of a falcata plantation and contracts with other tree plantation owners guarantee a consistent and sustainable supply of lumber.
- Strategic Location: Situated in San Jose, the provincial capital, the store is accessible to major infrastructure projects and clients.

PRODUCTS AND SERVICES



Preliminary Offerings

- Lumber (various sizes and types)

Planned Expansion

- Cement and concrete products
- Steel bars and reinforcements
- Roofing materials
- Plywood and other wood products
- Nails, screws, and fasteners

Services

- Bulk order delivery
- Material cutting and customization
- Technical assistance and product consultation

MARKETING AND SALES STRATEGY

- **Branding:** Emphasize the store's unique position as the only DENR-registered lumber supplier in the area.
- **Promotions:** Offer discounts for bulk purchases and loyalty programs for repeat customers.
- **Partnerships:** Collaborate with local contractors and developers for long-term supply agreements.
- **Community Engagement:** Participate in local trade fairs and community events to increase brand visibility.

OPERATIONS PLAN

- **Location:** Secure a warehouse with ample space for inventory and easy access for deliveries.
- **Suppliers:** Establish relationships with reputable manufacturers and distributors to ensure consistent product availability.
- **Staffing:** Currently has three staff members, with plans to hire additional personnel as the business expands.
- **Operating Hours:** Mondays to Saturdays, 8:00 AM to 5:00 PM.
- **Logistics:** Invest in delivery vehicles or partner with local logistics providers to offer timely deliveries.
- **Inventory Management:** Implement an inventory management system to track stock levels and reduce waste.

FINANCIAL PLAN

Startup Costs

- Warehouse Construction: ₱300,000
- Initial Inventory: ₱500,000
- Equipment and Tools: ₱200,000
- Marketing and Branding: ₱50,000
- Working Capital: ₱100,000
- Total Estimated Startup Costs: ₱1,150,000

Revenue Projections (Year 1)

- Monthly Sales: ₱140,000
- Annual Sales: ₱1,680,000
- Gross Profit Margin: 40%
- Net Profit Margin: Approximately 10%
- Projected Net Income: ₱168,000

MANAGEMENT AND ORGANIZATIONAL STRUCTURE

Caspe Lumber and Construction Supply maintains a lean but effective organizational structure designed to ensure smooth operations and accountability. The key personnel include:

- Manager: Mr. Silvestre T. Caspe, Jr. - Brings extensive industry experience and oversees daily operations, supplier coordination, and customer relations.
- Cashier: Ms. Pablita Nuez - Responsible for handling transactions, maintaining financial records, and ensuring transparency in daily sales operations.
- Delivery Officer: Mr. Sercio Quniquito - Manages logistics, including delivery scheduling and maintaining customer satisfaction through timely and secure deliveries.

This team-oriented structure allows for efficient communication, quick decision-making, and a clear delegation of responsibilities.

ENVIRONMENT AND LEGAL COMPLIANCE

Caspe Lumber and Construction Supply prioritizes legal compliance and environmental responsibility in all aspects of its operations. The business is the only Department of Environment and Natural Resources (DENR)-registered lumber supplier in San Jose, Dinagat Islands. It adheres strictly to DENR regulations concerning timber harvesting, transportation, and sales.

Furthermore, the company ensures:

- Proper documentation and permits for all sourced lumber.
- Support for sustainable forestry practices through partnerships with certified tree plantations.
- Compliance with local business regulations, including barangay and municipal licensing requirements.

RISK ANALYSIS

Market Risks:

- Fluctuation in construction demand due to economic cycles or government project delays could affect sales.
- Competition from new market entrants or hardware stores expanding their lumber offerings.

Operational Risks:

- Supply chain disruptions, such as transport delays or natural disasters affecting plantations.
- Equipment failure or damage during delivery and inventory handling.

Legal and Environmental Risks:

- Non-compliance penalties if environmental regulations are not updated or followed properly.

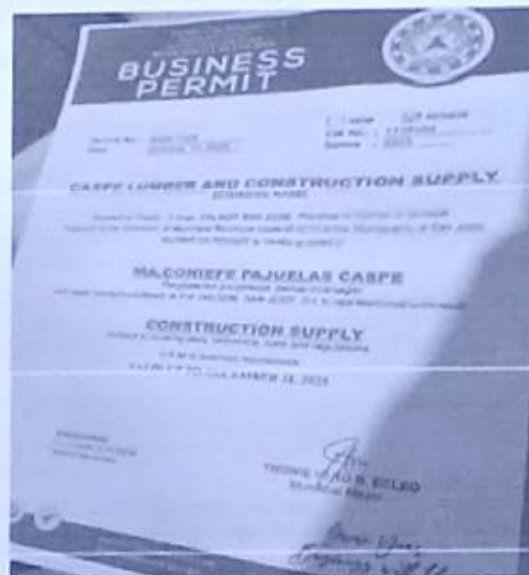
BUSINESS PLAN

- Changes in government policy on timber sourcing or trade restrictions.

Mitigation Strategies:

- Maintain strong relationships with multiple suppliers.
- Stay updated on regulatory changes.
- Implement a contingency plan for logistics and supply management.
- Invest in staff training for compliance and safety.

APPENDICES



CASPE LUMBER AND CONSTRUCTION SUPPLY

REL. NO. AXM-2023-035

LUMBER SUPPLY CONTRACT



KNOW ALL MEN BY THESE PRESENTS:

This contract is made and entered into by and between Edilberto Manolillo, of legal age, Filipino, Married and a resident of Magsaysay, Prosperidad, Agusan del Sur, hereinafter known and referred to as the SUPPLIER

and

CASPE LUMBER AND CONSTRUCTION SUPPLY, a firm duly organized and existing by virtue of the laws of the Republic of the Philippines represented by Ma. Conlefe P. Caspe, with postal address at P-6, Wilson, San Jose, Dinagat Islands, Philippines herein referred to as the BUYER

-WITNESSETH-

WHEREAS, the SUPPLIER is a private tree planter duly registered by the DENR with PTPR No. R13-ADS-03-04-01-170-2022 located in Magsaysay, Prosperidad, Agusan del Sur issued by the Department of Environment and Natural Resources (DENR) on April 01, 2022 and has the capacity to supply as indicated below, to wit:

Inventoried Volume (cu.m.)	Previous Commitments (cu.m.)	Available Balance (cu.m.)
Mangium	1,135.06	none
		1,135.06

WHEREAS, the BUYER will be engaging in the operation of Lumber Dealing and has not violated pertinent DENR laws, rules and regulations.

WHEREAS, the SUPPLIER is willing to sell and supply chainsaw-cut lumber with total volume of 141.51 cubic meters (30,000 bbl.ft.) of Mangium species as may be required or necessary for the latter's Lumber Dealer business and the BUYER is willing to purchase from the supplier such available volume.

NOW, THEREFORE, for and in consideration of the premises mentioned hereinabove, the parties here agree to enter into this LUMBER SUPPLY CONTRACT where the supplier shall sell and deliver to the BUYER logs/fitches/chainsaw-cut lumber from its approved PTPR under the following terms and conditions:

1. That the deliveries of chainsaw-cut lumber under this contract shall be covered by the necessary supporting documents from the DENR and other Government agencies certifying as to the legality of the source;
2. That the quality of logs/fitches/chainsaw-cut lumber to be supplied shall be scaled by the SUPPLIER at the area for the determination of final grading as basis for the pricing and same shall be graded and rescaled by the BUYER upon delivery;
3. The SUPPLIER shall not be held liable and/or responsible for any omission and/or delay in the performance of its obligation under this contract caused by or arising from FORCE MAJEURE or ACTS OF GOD and other fortuitous events.

THAT both parties further agreed that:

1. The approving officer shall be free from any liability, criminal and/or otherwise in the event of breach of contract between the two (2) contracting parties;
2. The DENR shall not be made a party of any breach arising from non-performance of the obligations stipulated in the contract by any of the contracting parties.

Page 1 of 2

CASPE LUMBER AND CONSTRUCTION SUPPLY

- THE INFORMATION CONTAINED HEREIN IS UNCLASSIFIED DATE 07-19-2018 BY 60322 UCBAW/SJS**

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DR. CHRISTOPHER CASEY
President

Edgum

10/10/2010

800-762-2864
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BUSINESS PLAN

VALIDITY

This business plan is valid until April 07, 2026.

Prepared by:



MA. CONIEFE P. CASPE

Proprietor 04/2/2025

CASPE LUMBER AND CONSTRUCTION SUPPLY