

**BUSINESS PLAN PROGRAM
OF
SURIGAO FURNITURE AND LUMBER DEALER ASSO.
(SUFULDA)
(Lumber Dealer)**

I. INTRODUCTION

The Surigao Furniture and Lumber Dealer Association (SUFULDA) is an association located at Surigao City, Province of Surigao Del Norte. The Economic prospect of the dealership business is high because of the increase in demand for construction and furniture industries in CARAGA Region and the rest of the country, thus, the association decided to venture on the sticks and lumber dealership, which would include finished and semi-finished of wood products.

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 Surigao Del Norte and neighboring Provinces.
- To provide employment opportunities to residents of this barangay and vicinities in order to contribute on the upliftment of the socio-economic condition of the urban poor and to generate revenue for the local and national government.
- To be able to penetrate the domestic and export market of lumber and other semi-finished and finished wood products.

III. PRODUCTION PROGRAM

A. SOURCE OF RAW MATERIALS

Lumber and furniture derived from planted species harvested in private tree plantation.

B. PROCESSING SCHEDULE

The lumbers and furniture produced from the processing plant with legal sources which are marketable sizes are displayed immediately at the individual establishments which are the members of the association's lumber yard without any further processing.

Those lumber and furniture with special cut dimensions will be re-sized by its desired cuttings, however, it shall have an additional price to be shouldered by the buyer.

IV. EMPLOYMENT PROGRAM

Each proponent in the association has a business establishment starting capital investment in an average of Php 150, 000.00 and shall hire at two (2) workers. The workers shall receive minimum wages and other benefits thus, the project help ease the problem of unemployment and alleviate poverty in this sector of the industry in CARAGA Region. 13.

The increase in the number of workers that will be hired shall depend on the stability of the economy and business; the proponent shall handle in the preceding years but not less than fifteen percent (15%) per year.

V. DEVELOPMENT PLAN

The association shall venture into the expansion of this business to other related business but not limited to the manufacture of finish products such as lumber, doors, wood mouldings, wood tiles, wooden chairs, tables, blackboards etc. or whenever the demand of those products shall rise in the local, domestic and export market.

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, but for the moment that were still on lumber dealership, solid waste would not be problem.

VII. COST REDUCTION PLAN

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
- Domestics

-Export

- a. Lumber
- b. Furniture
- c. Sticks

C. PROMOTION/S

- * Construction of a medium billboard at the site of the lumber yard
- * Offering price discounts that shall be directly proportional to the increase in the volume of customers purchase.

IX. FINANCIAL PROGRAM

The association 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:

**SURIGAO FURNITURE AND LUMBERDEALER
ASSOCIATION (SUFULDA)**

by:


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