

# **BUSINESS PLAN**

***J-L LUMBER TRADING***

**2024-2025**



**PROPRIETOR: LINA G. INSINADA**

**LOCATION: BARANGAY COMAGASCAS, CABADBARAN CITY, AGUSAN DEL NORTE**

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## **I- INTRODUCTION**

**PHILIPPINES RANKED FIFTH AMONG COUNTRIES WITH THE GREATEST ANNUAL FOREST AREA GAIN FROM 2010-2015**

**BASED ON THE NATIONAL RESEARCH, WOOD IS BY FAR THE MOST IMPORTANT FOREST PRODUCT AND IS NOW PLAYING A DOMINANT ROLE IN TODAY'S WOOD ECONOMY. WITH THE CONSTANTLY INCREASING DEMAND FOR WOOD AND WOOD-BASED PRODUCTS, PHILIPPINES REQUIRES 6 MILLION CUBIC METERS OF WOOD ANNUALLY BASED ON THE AVERAGE CONSUMPTION OF WOOD FROM 2006-2014 (FMB 2015) AND THIS DEMAND FOR WOOD IS PROJECTED TO INCREASE IN THE NEXT FEW YEARS. OUT OF THIS NATIONAL DEMAND FOR WOOD, ONLY 25% COMES FROM LOCAL SOURCES WHILE 75% ARE IMPORTED ([HTTP://FORESTRY.DENR.GOV.PH/](http://forestry.denr.gov.ph/)).**

**THE ABOVE CITED PROVISIONS SUFFICE THE REASON TO SITUATE MARKET DEMANDS ON A WOOD-BASED INDUSTRY. KEY PLAYERS AND MAJOR STAKEHOLDERS CONTINUALLY DELIBERATE THE CURRENT POLICY ENVIRONMENT OVERARCHING TO THE NEEDS OF EACH SECTOR, BUSINESS TRENDS, AND INVESTOR-FRIENDLY REGIME THAT CAN PROVIDE PRACTICAL SOLUTIONS TO ENSURE SUSTAINABILITY OF THE WOOD INDUSTRY IN THE PHILIPPINES.**

**J-L LUMBER TRADING WITH UNDER THE NAME OF LINA G. INSINADA, THE PROPRIETOR LOCATED AT BARANGAY COMAGASCAS, CABADBARAN CITY, AGUSAN DEL NORTE ASPIRING TO UNDERTAKE LUMBER DEALERSHIP OPERATION. THIS PLAN IS IN COMPLIANCE WITH THE REQUIREMENTS PURSUANT TO RA 1239 AND MINISTRY ORDER No. 13, SERIES OF 1986.**

## **II- OBJECTIVES**

**LUMBER DEALERSHIP AIMED TO:**

- 🔥 PRODUCE HIGH QUALITY WOOD-BASED PRODUCTS MAKING IT AVAILABLE TO THE LOCAL RESIDENTS AND NEIGHBORING POPULACE;**
- 🔥 PROMOTES LIVELIHOOD OPPORTUNITY; AND**
- 🔥 AUGMENT TO THE SOCIO-ECONOMIC ACTIVITIES OF THE TOWN**

## **III- PRODUCTION PROGRAM**

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

**LUMBER MATERIALS OF VARIOUS SIZES WILL BE SOURCED OUT FROM THE TREE PLANTATION OF MR. FLAVIANO BUCONG, HAVING A TOTAL REMAINING VOLUME OF 214.84 CU.M. THAT CAN SUPPLY FOR ABOUT 15,000 BD. FT. OR 60 CU.M EQUIVALENT. HENCE, THE**



PRODUCTION MATERIAL THEREFROM SUFFICES THE DEMAND FOR THREE (3) YEAR DURATION.

#### **B. PROCESSING SCHEDULE**

THE PRIVATE TREE PLANTATION REGISTRATION (PTPR) HOLDER MR. FLAVIANO BUCONG WILL SUPPLY THE LUMBER TO BE FELLED USING CHAINSAW AND SUBSEQUENTLY BE CUT INTO ITS DESIRABLE SIZES.

### **IV- MARKETING STRATEGY**

#### **CURRENT SITUATION**

J-L LUMBER TRADING IS HAS ALREADY ESTABLISHED ITS STORE FOR LUMBER DEALING. PRIMARILY, THIS BUSINESS WILL ENGAGE ON SELLING OF LUMBER DEALERSHIP AND FURNITURE MAKING COMING FROM A LEGAL SOURCE. THUS, THE PROPRIETOR IS FAST TRACKING THE DOCUMENTARY REQUIREMENTS IN PURSUIT TO HIS DESIRED BUSINESS ENDEAVOR.

ON THE OTHER HAND, DEMAND NOWADAYS IS DRAMATICALLY INCREASING YET ONLY FEW INDIVIDUALS VENTURED INTO THIS WOOD-BASED PRODUCTION. DUE TO THAT, THE PROPRIETOR PROPOSED TO UNDERTAKE ON THIS BUSINESS/ OPERATION BASICALLY TO MEET THE DEMAND AND SUPPLY OF THE COMMUNITY.

#### **DISTRIBUTION AND PRICING**

THESE MATERIALS WILL BE DEALT WITHIN THE LOCAL COMMUNITY AT A REASONABLE AND COMPETITIVE PRICING BASED ON THE NORMAL TREND IN THE MARKET VALUE IN THE LOCALITY TO ENSURE BUSINESS CONTINUITY WHILE MAKING IT AVAILABLE TO THE NEIGHBORING TOWNS.

#### **PRODUCTION PROGRAM**

THE OWNER SHALL REQUEST TO THE OFFICE OF THE DENR CARAGA FOR THE INSTALLATION OF A TABLE SAW, PORTABLE BAND SAW, PLAINER, ROUTER, SANDER AND BAR CLAMP AND SHALL BE DISPLAYED IMMEDIATELY IN THEIR LUMBER YARD TO PRODUCE A HIGH-QUALITY LUMBER FOR THE BENEFIT OF THE BUSINESS. THE LUMBER WILL THEN BE DISPLAYED AT THE ESTABLISHMENT OF THE LUMBER YARD.

THE SOURCE WILL BE TAKEN FROM THE AREA OF MR FLAVIANO BUCONG WHERE THE LUMBER WILL BE CHAIN SAWED AND BE BROUGHT TO THE LUMBERYARD TO RE-SAWN INTO ASSORTED DIMENSIONS. AN AVERAGE OF 5 CU.M. WILL BE UTILIZED EVERY MONTH FROM THE REGISTERED PLANTATION OF THE OWNER.

### **V- EMPLOYMENT PROGRAM**

J-L LUMBER TRADING STORE IS COMPLETED, THE EMPLOYMENT OR THE WORK FORCE HIRED 3 INDIVIDUALS TO RENDER 8 HOURS OF WORK PER DAY AND WILL RECEIVE AT A MINIMUM WAGE WITH BENEFITS.

## **VI- DEVELOPMENT PLAN**

J-L LUMBER TRADING WILL SOON EXPAND ITS VENTURE INTO OTHER RELATED BUSINESS AS THE NEED OR DEMAND ARISES. AS SUCH, WAYS FORWARD SHALL BE PLOTTED IN ORDER TO DEVELOP AND IMPLEMENT A PRACTICAL AND EFFECTIVE SOLUTIONS TO ENSURE THE SUSTAINABILITY OF THE WOOD-BASED PRODUCTS IN THE AREA.

## **VII- ENVIRONMENTAL MITIGATION MEASURES/PROGRAM**

IN COHERENCE TO RA 9003, THE GENERATED WASTE MATERIALS COMING FROM THE FINISHED PRODUCT WILL BE CONVERTED INTO ANOTHER USEFUL PRODUCT SUCH AS FIREWOOD, FENCING AND FOR LIVESTOCK FACILITY. ADAPTION OF SOLID WASTE MANAGEMENT PROGRAM SHALL BE OBSERVED.

NO WOOD PROCESSING-RELATED POLLUTION MEASURES WILL BE INITIATED BECAUSE THE ACTIVITY IS PURELY ENGAGED IN WOOD MATERIALS DISTRIBUTION. HOWEVER, NATIONAL AND LOCAL POLICIES ON ENVIRONMENTAL PROTECTION SHALL BE STRICTLY FOLLOWED.


## **VIII- FINANCIAL PROGRAM**

THE INITIAL INVESTMENT SHALL BE TAKEN FROM THE PERSONAL SAVINGS OF THE OWNER WHERE THERE IS ALREADY AN EXISTING CONSTRUCTION SUPPLY BUSINESS. IN CASE OF HIGHER DEMAND, ADDITIONAL CAPITAL WILL BE SOURCED-OUT THROUGH LOANS FROM FINANCIAL INSTITUTIONS WITH LOWER INTEREST RATE.

PREPARED AND SUBMITTED BY:

  
**LINA G. INSINADA**  
PROPRIETOR, J-L  
LUMBER TRADING

PREPARED UNDER THE SUPERVISION OF:

  
FOR: MARY CHRISTY C. MARTIBAND  
REGISTERED FORESTER  
LICENSE NO. 0010275