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## Feature Story

### Furniture industry in La Union lives out dream making refine furniture

#### CAREER CARVING

*The RJJ Furniture and Antique Shop business may have frozen for some months, but his hometown heart and customer care have remained the same.*

For almost 6 years, the RJJ Furniture and Antique Shop business has served as market outlet at Caoiguei, Tubao, La Union. Ms. Joy-Ann B. Padilla, owner and manager of the firm sells furniture such as cabinet, dividers, sala sets, dining sets, panel doors and door jambs and other wooden home furnishings.

According to the firm, some generations of competitors have brought many changes to the company, tilting their sales throughout the years. But one thing has always held true, the shop considers word of mouth, visibility and accessibility of the location. "It's all about customer service," Ms. Padilla said.

Through the years, Ms. Padilla managed all the activities of her business pertaining to production, human resource, finance and marketing aspects of the firm.

**"I am always patent working most of the time with the employees,"** she further said.

#### WORK EXPANSION

Ms. Padilla pointed out "there is more strength in the wood than in the glue joint."

Initially, the company is acquiring raw materials on cash basis directly from legal wood dealers or private individuals with known plantations from Tubao who personally deliver their wood to the furniture shop.

Ms. Padilla said, the firm has targeted middle income to upper middle income earners as well as institutional buyers. It has also established clientele-base through direct selling. Aside from that, the firm has already established alliances and agreement from various contractors.

The shop has three regular workers including Ms. Padilla and three on-call workers especially if job demands are high.

The enterprise offers its regular carpenters with a daily wage of P350 while P250 for on-call carpenters and helpers. She revealed then, compensation includes not only their basic salary, but also the direct and indirect rewards which also include

free snacks and meals plus contribution to SSS for regular workers.

She likes treating people with admiration and paying them what they are worth. "As owner, I reward the people putting in additional effort," she said.

#### JUMPING IN

More than anything now, the RJJ Furniture and Antique Shop lives out dream to a more favorable pursuit as it availed the Department of Science and Technology (DOST) 1 Regional Grants-in-Aid program.

Ms. Padilla explained, the P150,000 worth of assistance awarded by DOST 1 Regional Director Armando Q. Ganal on September 28, 2016 will be used for the acquisition of new tools, one unit Bandsaw and one Mortiser.

Majority of the firm's customers are homeowners. "As time marched on, people want to switch furniture more than they used to, this is why we seek out for DOST assistance to further improve our production and hone in on changing customer needs," she noted.

Ms. Padilla also expressed gratitude and appreciation to DOST 1 for the innovation support that will later on help the firm draw new customers by means of producing and delivering good quality furniture.



The Regional Grants-in-Aid (GIA) assistance program of the DOST aims to harness the country's scientific and technological capabilities by providing financial grants to S&T programs projects to spur a sustainable economic growth for the country.

(L-R) Ms. Joy-Ann B. Padilla, owner and manager of the RJJ Furniture and Antique Shop in Tubao, La Union received recently P150,000 worth of assistance from DOST 1 Regional Director Armando Q. Ganal in support to the acquisition of its equipment needed for the upgrading of the production.

Also present during the awarding of cheque were RJJ Furniture & Antique Shop Business Partner Mr. Jerome Rallang and Mr. Edison Acosta, Science Research Specialist of DOST 1.

## DOST 1 takes on “Pagyanig Challenge”



Several employees of the Department of Science and Technology (DOST) 1 has undertaken the “Pagyanig” challenge in city of San Fernando in response to the Nationwide Simultaneous Earthquake Drill (NSED) on September 28, 2016.

Dubbed as “Pagyanig”, this was developed as communication plan by the Office of the Civil Defense aimed at promoting and encouraging public participation to the NSED.

To ensure the safety of participants during and after a damaging earthquake, Mr. Michael John C. Maquiling, Focal Person of the Disaster Risk Reduction and Management Council and Science Research Specialist of DOST 1 has provided sets of guidelines on actions to DOST personnel that will be carried out prior to and immediately after the earthquake with 7.2 Magnitude.

Mr. Maquiling encouraged everyone to do the duck cover under a sturdy desk or table and hold on to it. He also told them to stay away from glass windows, shelves, cabinets and other heavy objects.

“If you are outside, you need to move to an open area and stay away from trees, power lines, posts and concrete structures. Do not attempt to cross bridges, overpasses or flyovers which may have been damaged,” he

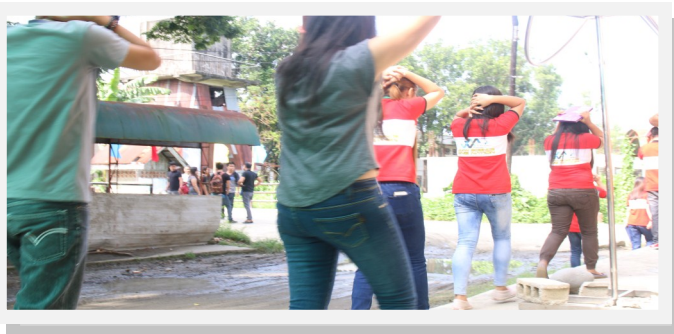
further said.

After the orientation, the earthquake alarm sounded signaling the start of the drill. Everyone has undergone measures on the proper action and response during an earthquake.

In a related development, Mr. Maquiling presented an Audio Visual Presentation on Active Shooting Event. During similar occurrence, all were advised to run, hide and fight.

“To prepare for a disaster, is to prepare for survival,” he emphasized.

Dr. Armando Q. Ganal, Regional Director of DOST 1 commended the participants for their active participation in the activity and recognized that it is highly significant that every employee must know what to do in case of emergencies.



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