



Ryan Ian Commercial was established and managed by Mr. Ryan T. Go. It was founded in 1989. The business is engaged in trading various species of lumber used in manufacturing furniture. The company's main market includes local furniture-makers and sash factories that sell to major department stores, retailers and distributors nationwide.

The company is located at 577 Mari-gold St., Brgy. Muzon, SJDM, Bulacan. It's a two-storey building with a vast warehouse which can accommodate 1,500,000 board feet of lumbers.

With the youthful vigor of Mr. Go, Ryan Ian Commercial has established a stable business that utilizes all its resources to provide complete satisfaction for its customers. The experience of its management team coupled with the skill competence and discipline of its workforce and with the assistance from its trusted agents, Ryan Ian Commercial, ensures that all its customers achieve their outmost satisfaction from its quality products and services.

Ryan Go, the sole proprietor of Ryan Ian Commercial, has been engaged in the furniture making industry even before I was born. Ryan's long exposure to this made him well known to

big furniture manufacturers.

Witnessing the increasing sales of Ryan Ian Comm'l, I realized that there is an opportunity in furniture industry. I was motivated to go to furniture factories to get ideas of materials that I could offer. With increasing demand of lumbers that, I thought of supplying something that is also used for furniture and that is upholstered fabrics. I tried to familiarize myself with the different styles of upholstered fabrics by visiting different furniture stores in malls and different factories. With the help of Ryan Ian Commercial's connections, I was able to collect and compare swatches of fabrics. Now I am able to differentiate good quality over the bad quality of fabrics.

My business, Fabrika, envisions itself to be the leading fabric distributor in the Philippines, provide trendy materials for home furnishings, and develop a strategic partnership with my suppliers to provide the best furniture fabric.

The mainline of the business is distributing Fabrika's chosen designs offered by the supplier. To offer more to our customers, Fabrika accepts customized designs from the customers.

Our customers are assured that the textile they buy from us are of good quality because of the following: we check first the quality of the textile we order before we deliver to our cus-

tomers; and our supplies are coming from a supplier that has been in the industry for more than 20 years already.

The Association for Contract Textiles (ACT) has developed five standards that assure contract fabrics perform up to industry standards and pass all applicable testing. These standards are included on all Fabrika's upholstery fabrics: Flame resistance (fabric's ability to resist burning), Crocking resistance (fabric's colorfastness), Ultra-violet light resistance (fabric's resistance to fading), Physical properties (fabric's resistance to pilling, seam slippage, and tearing), and Abrasion (fabric's ability to withstand surface wear from rubbing).

The Nature of the business comes from Guangdong, China and distributed within Malolos, Meycauayan, Quezon City, Caloocan City, Valenzuela with 80 rolls / container van (from China) and 60-80 yards / roll (converted from meters). A supplier from China is allowed to distribute their product to one of the distributors here in the Philippines is Fabrika. Within the targeted area, the suppliers of textiles distributing the small, medium, and large furniture firms, there are six suppliers Fabrika is competing with.

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## Joan Felice Go's Upholstery Fabrics