

## At Peace with Her Biz



Since high school, Pauline “Lop” Ponciano has always been bothered by many things. She felt she was bad in math because her grades were barely passing. She was also afraid of taking accounting because she knew it involved a lot of math. That means that she would have difficulty when she took up a business course. But then again, she found herself ending up in one. Initially, she had the noble intention of setting up a better study area that would not bother students who wanted to study in a typical internet café. Her subsequent major subjects required the development of a business plan together with more concrete and specific plans for implementation.

At this stage, she shifted her planned business “since my mom thought of putting up a memorial park in our family-owned lot in Camiling, Tarlac and my dad had started preparing the paper works with the help of my uncle and my aunt. Alas! I saw an opportunity for me to ‘hitch’ with the family business and I was on the right path of finishing college right away and leaving it.” Her plan to finish school quickly seemed to be very close to fulfillment.

But no, Lop continued to be bothered by other unfortunate events. “Lo and behold, the people who were involved in the project started departing one by one, my dad, my uncle, my aunt had others things to attend to, my mom moved to the U.S and left the whole project to me.”

At that stage of her prospective business, she unearthed a Pandora’s box of problems. “The papers were delayed, the construction which was projected to finish in 3 months time, became double the projected time. Even when that was done, the design of the 3,089 square meter lot for a memorial park was faulty which we found out later on.” She also had difficulty getting certain licenses and key documents for the memorial park to operate. But a fighter that she is, she was ready to use her network to get her papers completed.

Her ability to focus on details and her acquired business sense and skill also helped her get through. Although impediments from various government regulations seem

to make her stumble, she found that her passion for seeing this family heritage through made her continue.

Luckily for her, the support given by her network of friends and loved ones made her continue. Indeed, circumstances have a way of fixing themselves. With her simultaneous problems of both marketing and operations, she found that the operational difficulties were addressed in time for marketing the memorial park during the peak season of All Saint’s and All Souls’ Days.

Now, Lop also prides herself of her business having gone through the complete product offering cycle for they had their first burial in April, 2009. Lop’s bothers are slowly leaving her. The operational and marketing concerns are slowly stabilizing. At this stage in her life, not is she only proud of her family heritage. She is also at peace with that biz that she has worked hard at and seen to fruition.

