

Home Decor

Essential sourcing intelligence

July 2011

US\$100

Philippines supplier profiles

Detailed profiles of 23 suppliers with verified manufacturing and export credentials

Product gallery

Specifications and full-color images of 125 top-selling export products ranging from candles to vases

Industry trends

Coverage of current issues, plus insights into supply centers, products and pricing



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Global Sources is offering this series of *Developing Country Sourcing Reports* as part of its corporate social responsibility undertakings in partnership with The Kearny Alliance, a nongovernmental development organization whose mission is Aid through Trade.

The aim is to give international buyers new sourcing opportunities from experienced exporters, generating orders and creating lasting jobs in developing economies.

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Supplier capability in the Philippines

HOME DECOR

Intense competition overseas is pushing home decor makers in the Philippines to change production strategies and shift focus to upscale and specialty markets.

Aware of the industry's limitations, the government and several trade groups are encouraging local enterprises to move away from low-end manufacturing. Further, greater emphasis is placed on models intended for overseas destinations that have sizeable demand for high-value products.

The sector is supported by a number of competitive advantages, which are seen to play important roles in the upmarket shift. Domestic companies are skilled in turning out distinctive designs. These items are typically made of natural materials and recycled components obtained from local vendors.

Key findings

1. Philippine exports of home decor are on the upswing after suffering heavy losses in 2008 and 2009 due to the global economic crisis. Because of improving business climate in major foreign markets, shipments in 2010 climbed more than 10 percent compared with the previous year.
2. New destinations abroad are expected to account for an increasingly larger share of revenue as the sector emphasizes the high-end and niche segments. These include countries in the Middle East and the EU. Russia is likewise being targeted.
3. Despite the shift, traditional markets are seen to take up the bulk of overseas trade in the next 12 months. Exports to North America, the EU and the Asia-Pacific region are predicted to represent at least four-fifths of total sales. Suppliers interviewed for this report indicate that established customers in such places will remain the priority even while they expand footholds in new destinations.
4. Models combining a range of elements will be the emphasis for most manufacturers in the coming year. These include items available in different natural materials, and have both ornamental and utilitarian properties.
5. Product prices are forecast to stay generally level over the next six months. The majority of enterprises anticipate to adopt this strategy to maintain buyer interest in old markets and ensure competitiveness in new ones.

Objective, methodology & scope

The Developing Country Sourcing Report series is part of Global Sources' corporate social responsibility initiatives. It is offered in conjunction with The Kearny Alliance, whose mission is Aid through Trade. The objective is to help create jobs in developing Asia through export promotion.

This Philippines Sourcing Report is part of a series designed to provide buyers with information on new products from export manufacturers in supply markets that specialize in handmade merchandise.

To produce this report, large, midsize and emerging manufacturers, all with substantial export experience, were surveyed. The selection of suppliers is designed to reflect the composition of the industry in the Philippines in terms of geographic location, materials used and range of products offered.

For in-depth profiles, our researchers

visited the facilities of each company and interviewed senior executives who discussed their recent performance and provided forecasts for the next 12 months. All other makers in this report were either visited or contacted by phone.

In each case, companies were required to answer specific questions designed to verify their manufacturing and export credentials, including a breakdown of exports by product type and market. Suppliers also participated in a survey designed to provide insight into the industry.

This report covers the main types of home decor available in the Philippines, including handicrafts, home furnishings, outdoor ornaments, and pottery and vases. Each product category has its own price guide that describes features of models for the low end, midrange and high end.

In this report

- 14 in-depth company profiles
- 9 short company profiles
- 125 top-selling export products
- Supplier demographics
- Supplier survey
- Industry statistics and charts

The Industry Overview section discusses key issues affecting export manufacturers. It provides insight on the composition of the industry and elaborates on the important supply centers within the Philippines.

The Products & Prices section details the features and price ranges of home decor. It also examines the design and manufacturing processes, main materials used, and sourcing centers where components are procured.

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Alice Blue Candle Inc.

INQUIRE NOW

Alice Blue has been producing and exporting scented candles since 2005. The company generated \$30,000 in total revenue last year.

The entire line is sent abroad. One-half of shipments are delivered to Japan. Accounting for 45 percent, the EU is the second-largest overseas destination. France and Germany are the biggest markets in the area. The rest goes to South Africa.

Aside from scented candles, the supplier manufactures home furnishings such as decorative wax melters, tealight holders, room sprays and air fresheners.

Prices range from \$2 to \$8. Scented candles start at \$2.30 and reach up to \$7, depending on the size and fragrance load. Candle holders are offered for at least \$4.

Soy wax for candles is imported from the US. Essential oils are sourced from Negros Occidental province. Ceramic comes from suppliers in Antipolo city of Rizal province.

The enterprise hires a part-time designer who creates up to five models a month. Samples are usually completed within two weeks.

All manufacturing stages for candles are performed in the 300sqm factory in Metro Manila's Mandaluyong city. Candle holders are processed by subcontractors and transported to the workshop for finishing and QC.

There are 10 permanent staff members. They are complemented by four part-time workers when large orders are placed. QC is carried out on all finished items.

Alice Blue can produce as many as 36,000 pieces a month.

Customized packaging is accepted. Cartons, however, are normally used. The minimum order requirement is \$1,500. Delivery is completed between 30 and 90 days.

The company regularly joins the Manila Furnishings and Apparel Manufacturers' Exchange trade shows and GIFTEX World in Japan.

Capability

Materials used

Metal	Yes
Plastic	No
Wood	Yes
Glass & ceramic	Yes
Stone & clay	Yes
Other natural materials	Yes

Exports by product

Handicrafts	–
Home furnishings	100%
Outdoor ornaments	–
Pottery & vases	–

Exports by market

North America	–
EU	45%
Europe (non-EU)	–
Asia-Pacific	50%
Middle East	–
Other	5%

Contact details

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www.alicebluecandle.com

Address

Malaya Street, Mandaluyong, Metro Manila, Philippines

Company facts

Year established	2005
Head office location	Mandaluyong (Metro Manila)
Ownership	Locally owned
Factory location(s)	Mandaluyong (Metro Manila)
Full-time employees	10
Part-time employees	4
Total annual sales (all products)	\$30,000

Sales & output: Home decor

Annual sales	\$30,000
Share of total sales	100%
Annual export sales	\$30,000
Total monthly capacity	36,000 pieces
Average monthly output	36,000 pieces
Capacity utilized	100%
Average monthly exports	36,000 pieces
Export ratio	100%

Popular export models



Model: AB-1
MOQ: \$1,500
Packaging: Carton
Delivery: 30 days
Price: \$2.36
Description: Scented candle; soy wax; 6oz; 8.8x7cm; in various scents and fragrance load



Model: AB-3
MOQ: \$1,500
Packaging: Carton
Delivery: 30 days
Price: \$5.62
Description: Scented candle; soy wax; porcelain holder; 10x9.7x5.5cm; in various scents and fragrance load



Model: AB-5
MOQ: \$1,500
Packaging: Carton
Delivery: 30 days
Price: \$3.74
Description: Scented candle; soy wax; 10oz; in various scents and fragrance load



Model: AB-4
MOQ: \$1,500
Packaging: Carton
Delivery: 30 days
Price: \$5.62
Description: Scented candle; soy wax; 18oz; in various scents and fragrance load



Model: Reed diffuser
MOQ: \$1,500
Packaging: Carton
Delivery: 45 days
Price: \$6.88
Description: Fragrance diffuser set; 10 reed sticks; ceramic holder; 200g; 3.2x6.5x9cm; in various scents



Model: AB-6
MOQ: \$1,500
Packaging: Carton
Delivery: 30 days
Price: \$2.12
Description: Scented tablet candle set; six pieces; soy wax; 0.5oz; 1.3x3.8cm; in various colors and scents

Sample page only

PRODUCT GALLERY

Handicrafts



Arden

(profile page 26)

Model: PF-01046NLRW-669, PF-01057NLRW-669, PF-01810NLRW-669

MOQ: 24 pieces

Packaging: Bubble wrap, corrugated carton

Delivery: 60 days

Price: \$250

Description: Photo frame set; rosewood and leather; nickel-plated; 17.8x2.4x22.9, 20.3x2.2x25.7 and 27.9x2.2x3cm



Arden

(profile page 26)

Model: CH-053000OQ-483

MOQ: 24 pieces

Packaging: Bubble wrap, corrugated carton

Delivery: 60 days

Price: \$80

Description: Centerpiece decor; tortoise cowrie shell; silver-plated; elephant design; 14x5.4x9.7cm



Arden

(profile page 26)

Model: PW-017000PI-510

MOQ: 24 pieces

Packaging: Bubble wrap, corrugated carton

Delivery: 60 days

Price: \$50

Description: Paperweight; resin base, and seagrass and auger shell body; silver-plated; shark motif; 7.3x6.7x13.2cm



Arden

(profile page 26)

Model: PW-015000OK-457

MOQ: 24 pieces

Packaging: Bubble wrap, corrugated carton

Delivery: 60 days

Price: \$40

Description: Paperweight; white cockle shell; silver-plated; swan design; 9x4x7.5cm



Arden

(profile page 26)

Model: PW-018000PD-505

MOQ: 24 pieces

Packaging: Bubble wrap, corrugated carton

Delivery: 60 days

Price: \$50

Description: Paperweight; resin base and sea urchin shell body; silver-plated; frog design; 6.3x6.3x7cm



Arden

(profile page 26)

Model: CP-113000RH-286

MOQ: 24 pieces

Packaging: Bubble wrap, corrugated carton

Delivery: 60 days

Price: \$50

Description: Paperweight; tent olive shell; silver-plated; lizard design; 19x9.6x2.8cm

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