

CONTENTS

EXPANDED CLAY PROJECT

	<i>Page</i>
PREFACE	(i)
GLOSSARY	(ii)
SUMMARY	(iii)
1. The Project Concept	1
2. The Product Definition/Specifications	4
3. Justification of the Project	6
4. The Market Dimensions	8
4.1 The Market Size and Project Parameters	8
4.2 Market Prices	10
4.3 Competition	10
4.4 Marketing and Distribution Strategy Concepts	12
5. The Technology and Production Process	13
5.1 The Technology	13
5.2 The Production Process	13
5.3 The Technology Source	18
6. The Production Requirements	19
6.1 Raw Materials	19
6.2 Utility Requirements	19
6.3 Labour Requirements	20
7. Investment Costs	21
7.1 Summary	21
7.2 Total Fixed Investment Costs	22
7.2.1 <i>Plant and Machinery</i>	22
7.2.2 <i>Building and Civil Works</i>	23
7.3 Pre-production Costs	24
7.4 Working Capital	24
8. Project Profitability	25
8.1 Overview	25
8.2 Financial Results - 100% Equity Case	25
8.3 Financial Results - 50% Equity / 50% Loan Case	27
8.4 Sensitivity: Key Factors	29
ARABIC SUMMARY	