

CONTENTS

NATURAL STONE CARPETS PROJECT

	<u>Page</u>
PREFACE	(i)
GLOSSARY	(ii)
SUMMARY	(iii)
1. THE PROJECT CONCEPT	1
1.1 The Basic Concept	1
1.2 Expansion of the Basic Concept	2
1.3 Environmental Aspects	2
2. THE PRODUCT	3
2.1 Definition and Specifications	3
2.2 Applications	4
3. THE JUSTIFICATION OF THE PROJECT.....	5
4. THE MARKET DIMENSIONS	6
4.1 The Market Size and Project Parameters.....	6
4.2 Market Prices	8
4.3 Competition	8
4.4 Marketing and Distribution Strategy Concepts.....	9
5. THE TECHNOLOGY & PRODUCTION PROCESS.....	10
5.1 The Technology	10
5.2 The Production Process.....	10
5.3 The Environmental Aspects	13
5.4 The Technology Source.....	14
6. THE PRODUCTION REQUIREMENTS	15
6.1 Raw Materials & Consumables	15
6.2 Utilities	15
6.3 Manpower	16
7. INVESTMENT COSTS	17
7.1 Summary.....	17
7.2 Total Fixed Investment Costs	18
7.3 Pre-production Costs	19
7.4 Working Capital	20
8. PROJECT PROFITABILITY	21
8.1 Overview	21
8.2 Financial Results - 100% Equity Case.....	21
8.3 Financial Results - Loan Case : 50% Equity/50% Loan	23
8.4 Sensitivity Analysis: Key Factors.....	25
APPENDIX	
ARABIC SUMMARY	