

# CONTENTS

## MOISTURISED TISSUES ("WET WIPES") PROJECT

	<u>Page</u>
<b>PREFACE</b>	<b>(i)</b>
<b>GLOSSARY</b>	<b>(ii)</b>
<b>SUMMARY</b>	<b>(iii)</b>
<b>1. The Project Concept</b>	<b>1</b>
<b>2. The Product Definition/Specifications</b>	<b>3</b>
<b>3. The Justification of the Project</b>	<b>5</b>
<b>4. The Market Dimensions</b>	<b>6</b>
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	8
<b>5. The Technology and Production Process</b>	<b>10</b>
5.1 The Technology	10
5.2 The Production Process	10
5.3 The Technology Source	11
<b>6. The Production Requirements</b>	<b>13</b>
6.1 Raw Materials	13
6.2 Utility Requirements	13
6.3 Labour Requirements	14
<b>7. The Investment Costs</b>	<b>15</b>
7.1 Summary	15
7.2 Total Fixed Investment Costs	16
7.2.1 <i>Plant and Machinery</i>	16
7.2.2 <i>Building and Civil Works</i>	16
7.3 Pre-production Costs	17
7.4 Working Capital	18
<b>8. The Project Profitability</b>	<b>19</b>
8.1 Overview	19
8.2 Financial Results - 100% Equity Case	19
8.3 Financial Results - 50% Equity / 50% Loan Case	21
8.4 Sensitivity: Key Factors	23
<b>9. Appendix &amp; Arabic Summary</b>	<b>25</b>