

CONTENTS

HYDROPONICS LETTUCE PRODUCTION PROJECT

	<u>Page</u>
PREFACE	(i)
GLOSSARY	(ii)
SUMMARY	(iii)
1. The Project Concept	1
2. The Product Definition/Specifications	3
3. The Justification of the Project	4
4. The Market Dimensions	5
4.1 The Market Size and Project Parameters	5
4.2 Market Prices	5
4.3 Competition	7
4.4 Marketing and Distribution Strategy Concepts	7
5. The Technology and Production Process	8
5.1 The Technology	8
5.2 The Production Process	8
5.3 The Technology Source	10
6. The Production Requirements	12
6.1 Raw Materials	12
6.2 Utility Requirements	12
6.3 Labour Requirements	13
7. The Investment Costs	14
7.1 Summary	14
7.2 Total Fixed Investment Costs	15
7.2.1 <i>Plant and Machinery</i>	15
7.2.2 <i>Building and Civil Works</i>	15
7.3 Pre-production Costs	16
7.4 Working Capital	17
8. The Project Profitability	18
8.1 Overview	18
8.2 Financial Results - 100% Equity Case	18
8.3 Financial Results - 50% Equity / 50% Loan Case	20
8.4 Sensitivity: Key Factors	22
9. Arabic Summary	24