

Table of Contents

Preface.....	i
Glossary.....	ii
1. THE PROJECT CONCEPT.....	1
1.1. The Basic Concepts.....	1
1.2. Expansion of the Basic Concept.....	2
1.3. Environmental Aspect.....	2
2. THE PRODUCT.....	3
1.4. Specifications.....	3
1.5. Applications.....	5
1.6. Product-mix.....	6
3. THE JUSTIFICATION OF THE PROJECT.....	7
4. THE MARKET DIMENSIONS.....	8
3.1. The Market Size and Project Parameters.....	8
3.2. Market Prices.....	10
3.3. Competition.....	10
3.4. Marketing and Distribution Strategy Concepts.....	10
5. THE TECHNOLOGY & PRODUCTION PROCESS.....	11
4.1. The Technology.....	11
4.2. The Production Process.....	11
4.3. Production Facilities.....	18
4.4. The Environmental Aspects.....	18
4.5. The Technology Source.....	18
6. THE PRODUCTION REQUIREMENTS.....	19
5.1. Raw Materials & Consumables.....	19
5.2. Utilities.....	20
5.3. Manpower.....	20
7. INVESTMENT COSTS.....	21
7.1. Summary.....	21
7.2. Total Tangible Fixed Investment Costs.....	21
7.3. Pre-production Costs.....	23
7.4. Working Capital.....	23
8. PRODUCTION COSTS (at full capacity).....	24
9. FINANCIAL ANALYSIS.....	25
9.1. Financing Structure.....	25
9.2. Cash flow.....	25
9.3. Project Profitability.....	26
9.4. Sensitivity Analysis: Key Factors.....	27
10. CONCLUSIONS.....	29

List of Tables

Table :1 - Summary Table	iii
Table 2:1: Tire components tread	4
Table 2:2: Vehicles Operating in the State of Kuwait by Type and Years	5
Table 2:3: The product mix of the project	6
Table 4:1: Market Dimensions	9
Table 5:1: Required Machinery and Equipment to Produce Automotive Pneumatic Tires	18
Table 6:1: Major Raw Materials and Consumables Requirements	19
Table 6:2: Utility Requirements	20
Table 6:3: Manpower Requirements	20
Table 7:1: Investment Cost Summary	21
Table 7:2: Building and Civil Works Cost Estimates	22
Table 7:3: Guidelines for Working Capital Estimates	23
Table 8:1: Annual Production costs-summary (4th. year of operation)	24
Table 9:1: Project Cash flow (KD000)	25
Table 9:2: Project Profitability: Year 4	26

List of Figures

Figure 2-1: Tire components	3
Figure 2-2: Tire Sidewall Information	4
Figure 5-1: Automobile Tire Making Process Flow Chart	12
Figure 5-2: Tire Building Machine	14
Figure 5-3: Bead Lock Shaping Drum & Transfer Ring	14
Figure 5-4: Slitter Line for rubber & textile strips	15
Figure 5-5: Internal Tire Layers	15
Figure 5-6: Tire Cutting Machine	16
Figure 5-7: A process block diagram for tire production	17
Figure 9-1 Sensitivity Analysis	28