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for Tunisian Industry

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TENTATIVE DATA ON DECORATIVE LAMINATED PANELS ^{1/}

presented by

the Project Promoters

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HEADLINE

NOTE

This document consists only of a bare summary of information on the project; it is designed to provide for potential foreign investors no more than a profile upon which to formulate a preliminary assessment of interest in principle. It does NOT pretend to be a complete description or to limit in any way productive discussion, investigation or negotiation between interested parties.

Once they have expressed positive interest, foreign partners normally prefer to be involved in the detailed investigation of the project. The Tunisian National Centre for Industrial Studies as well as UNIDO under its Industrial Investment Promotion Programme will also be pleased to assist both local sponsors and foreign contributors with further elaboration and additional studies as required.

I. INDUSTRIAL PROJECT PROPOSAL

MANUFACTURE OF DECORATIVE LAMINATED PANELS

A factory for the manufacture of Decorative Laminated Panels by processing of impregnated paper is proposed on the following basis:

Production

Estimated Capacity	500,000 m ² per annum
" Labour force	90
" Source of raw material	Impregnated paper imported or supplied from projected Maghreb source.

Investment

	<u>Dinars</u>	<u>\$</u>
Land	20,000	40,000
Buildings (1,500 m ²).....	50,000	100,000
Facilities (electricity, water, etc)	20,000	40,000
Plant and equipment	140,000	280,000
Engineering	20,000	40,000
Working Capital	100,000	200,000
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Total	350,000	700,000

Capitalization* proposed by Promoters:

Equity	150,000	300,000
Loans	200,000	400,000
	<hr/>	<hr/>
	350,000	700,000

Sales and Estimated Profitability

Estimated Annual Sales at 1 Dinar (\$2) per m ²	500,000	1,000,000
" Cost of Sales	420,000	840,000
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" Gross Profit	80,000	160,000

* This is subject to discussion.

17. MAGHREB DATA

1. Requested external contribution

- (a) Financing: Loan financing required for approximately 140,000 Dinars (\$280,000).
- (b) Joint venture or direct investment: Percentage of foreign equity to be negotiated with foreign partners.
- (c) Know-how: Foreign partner to supply know-how and management.

2. Tunisian contribution

The promoter is Société Tunisienne de Banque, one of the leading financial institutions of the country, which will retain the option of bringing in a private Tunisian investor.

This will be a matter for discussion with interested parties.

III. MARKET DATA

The project has been based on supplying the needs of the entire Maghreb, which were estimated in 1967 as follows:

Tunisia	100,000 m ²
Morocco	160,000 m ²
Algeria	70,000 m ²
Libya	60,000 m ²
Total	<u>410,000 m²</u>

The market is estimated to expand at 10 per cent. per annum to a potential of at least 500,000 m² for the four countries of the Maghreb. It is not considered likely that any one country could support such an industry without access to the markets of the other three.

NOTE: Although the emergence of a common Maghreb market is not yet a reality, a Permanent Consultation Committee of the Maghreb has been set up with the object of studying economic and industrial co-ordination between the four member countries.





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