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TENTATIVE DATA ON
PROJECT FOR THE ENLARGEMENT OF FACTORY
FOR EARTHENWARE TILES AT TABARKA ^{1/}

presented by

the Project Promoters

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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 Thaiian 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. BRIEF DESCRIPTION OF THE PROJECT

PROJECT FOR THE ENLARGEMENT OF FACTORY
FOR CERAMIC TILES AT TUNISIA

This project which forms part of the 1969/72 plan involves a considerable expansion in the production capacity of Faïenceries Tunisiennes, the only local producer of earthenware tiles. In 1968 this firm had a production of 250,000 m².

(a) Production

Present capacity 650 m² per day
 Project capacity 1,650 m² per day
 Raw materials available locally
 Labour force about 100

(b) Estimate of Investment

1. Fixed assets:

	<u>Dinars</u>	\$
Land		
Equipment	260,000	520,000
Electrical supplies	15,000	30,000
Engineering	65,000	130,000
Sundries	30,000	60,000
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Total	370,000	740,000
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Foreign exchange component : 50-60%

2. Working capital:

D. 20,000 \$ 40,000

(c) Estimated Sales and Profitability

	<u>Dinars</u>	<u>3</u>
Cost of production (annual)	403,374	206,748
Tunisian Sales:		
- white (250,000 m ²)	195,050	618,100
- decorated (70,000 m ²)	60,000	121,200
Export Sales:		
- white (250,000 m ²)	187,000	374,000
- decorated (70,000 m ²)	77,000	154,000
Total sales (600,000 m²)	633,650	1,267,300
Annual gross profit	194,250	388,500
Break-even point	256,700 m²	

II. MARKET

The firm, Faïenceries Tunisiennes, is being called upon to expand and extend its production in order to better satisfy local demand. Part of this expansion is aimed at the Libyan market which offers an interesting outlet and is at the present time supplied by producers from Europe and the East.

III. PROMOTER

The promoter of the project is Société Tunisienne Industrielle de Matériaux de Construction (SOMIMACO), of 2 rue Joseph Giron in Tunis. The form of foreign contribution, whether technical, financial or commercial, has not been specified; this is a matter for negotiation between interested parties and the promoter. It should be borne in mind that the law governing foreign investment places no limit on the foreign share of the equity nor on the degree of foreign control in management.



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