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between
THE UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION (UNIDO)
and
FIDIMI CONSULTING S.p.A.

PLANT FOR THE PRODUCTION OF THREE WHEELER TRANSPORTATION VEHICLES (PIAGGIO DESIGN)

FINAL REPGRT

JOINT VENTURE BETHEEN:

PIAGGIO GROUP
and
STA GROUP


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## SUMYARY OK BASIC DATA AMD RESLLTS

| PROJECT MRMBER： | US／GLO／89／126 |
| :---: | :---: |
| PROJECT TITLE： | Plant for the production of three wheeler vehicles |
| COUNTRY： | Tunisia |
| EXCHANGE RATE： | $1 \mathrm{DT}=1352$ It．lire－1 US\＄＝ 1250 It．1ire |
| PROJECT SITE： | Tunis－Industrial Area |
| PROOUCTION： | 5000 three wheelers／year after 5 years |
| TGTAL INVESTMENT： | Fixed assets： 6,87 million Lit（ 5,5 million USS） <br> Net Working Capital：2，915 million Lit（1，4 million US\＄ |
| EOUITY／DF．BT： | 0.45 in 1994 |
| REVENUES： | 21，665 million Lit（ $17,3 \mathrm{million} \mathrm{USS}$ ） |
| TYPE OF CO－OPERATION： | Jcint Venture |
| TUNISIAN PROMOTER： | SA．T Group（STA Holding） |
| IIALIAN PROMOTER： | PIf．G̃olo v．e．Pontedera（Italy） |
| EQUITY COMPOSITION： | PIAGGIO Share：35\％ <br> SAT Group（STA Group）Share：65\％  |
| RESULTS： |  |

Payback Period $5-6$ years （2，8 million USS）

## 1 EXECUTIVE SUMMARY AND CONCLUSIONS

## Project Outline

The Project is a Joint Venture, promoted by an Italian and a Tunisian firm, with the purpose of setting-up and operating a factory for the production of three wheeler vehicles in Tunisia.

The final production output of the plant has been fixed at 5000 units (APE 501 and 601).

During the first 4 years an important part of the production will be re-imported by the Italian sponsor. This "buy back" will come to a complete stop at the end of the fifth year.

The production for the Maghreb and Aírican market will gradually be deveioped along with the comnercial network distribution and the nominal level will be reached only at the end of the fifth year.

Promoters

The Promoters of the Project are:
FIAGGIO hollaid
Pontedera (Pisa)

SAT Group (STA HOLDING)
Tunis

The SAT Group is a company of STA Holding, which is an integrated body active since early 1980 in various sectors: phosphate mining, goods transportation, tourist resort exploitation (hotels, restaurants, residential centers), industrial activity (three-wheeler assembly and commercialization).

The STA Holding is employing about 1.500 persons. It is a well-known and greatly appreciated Tunisian entrepreneur group and has established good working relations with many other firms in the Maghreb context.

Piaggio is a well known industrial firm, worldwide market leader in the three wheeler vehicle and scooter sectors.

The company bas been producing transportation vehicles including airplanes - for over 40 years. PIAGGIO has a special position in the history of industry, having created innovative vehicles like the VESPA-scooter and the three-wheeler APE.

This last vehicle has been on the marke for 30 years, undergoing several transformations.

## Market

The results of the market survey carried out can be summarized as follows:

- The Main potential market for the SAT vehicle is represented by the Maghreb one. The Tunisian location of the SAT plant gives special advantages, such as a consistent import-tax reduction directly transferable to the final prices.

The market of transportation vehicles is dominated by the French pick-up vehicles (like Renault Express) followed by Japanese and other similar European vehicles.

The overall performance (especially for lorg-distance services) and the prices of these vehicles are very different compared with those of the future SAT vehicle.

No competition should arise, except for the transportation within urban areas in which the higher manoverability of APE could allow the effective transportation of loads of about 500 Kg . It is estimated that a quota of this market will be easily acquired by the smaller vehicle as wall as an equivalent one represented by the end users that up tu date did not buy an imported transportation vehicle for cost reasons.

The cheaper price should encourage vehicle's market penetration. It is reasonable to assume that after 5 years the Maghreb market shall account for 3.500 units/year; the remaning 1,500 :will be exported to other African countries.

However the Tunis option has been preferred mainly because this town represents the main market in Tunisia for the SAT vehicle; the unification of the technical assistance shop and the production plant will be a key factor of efficiency.

## Materials and Inputs

The production cycle is based on the assembly of semi-finished parts CKDs. The materials used for these components (steel sheets and pressed parts, plastics, rubber, etc.) are partially available in Tunisia or in other Maghreb Countries.

However not all the transformation processes are possible in Tunisia given the lack of suitable plants. The sheet deep-drawing of the front and rear panels and of other vehicle
components require an extremely high pressing－power，not available in Tunisia On the contrary，several other simple transformations and sub－manufacturing processes could be realized．

A specific research has been carried out（completing PIAGGIO＇s preliminary study）to identify potential local suppliers of materials and sub－components．

The result has been quite favourable demonstrating that 40 to 55\％of the vehicle＇s parts（in value）could be supplied or manufactured in Tunisia．This high local integration makes it possible to benefit import tax reductions in ali Maghreb Countries and to gain a higher stabllity in case of strong devaluation（Tunisian Dinars against Italian Lire）．

## Location

The town of Sousse，ia which the painting plant of STIA is located，has been considered as an alternative to Tunis．This location should be the most rational from a production point of view．

Different alternative locations have been investigated by the Promoters in order to select the most suitable one for the Project．

Project Engineering
facilities Within the battery limits of the factory all the installed，namely：for the production and operation will be －Process plant machinery and equipment
－Production utilities and distribution equipment
－Offices and warehouses
－Other service facilities，such as roads and parking areas， entrance guard and fencing，etc．

The production process will be based on the technology developed by the Italian Promoter，PIAGGIO，who will also carry out the basic and detailed design and provide procurement services for the imported equipment．

The Tunisian Promoter－owner，among others，of the industrial building will collaborate to supervise the implementation activities（civil works rehabilitation，supply and construction of locally available equipment）．

The total investment cost of the Project amounts to 6,876 million Lit. which 4,593 M USS are in foreign currency ( 67\%) and 0.908 H USS, corresponding to 0.840 M DT , are in local currency (33\%).

Plant Organization and Overhead Costs
Fixed factory costs foreseen during the production phase of the project io cover Maintenance and Repairs, Spare Parts, Factory Overheads, Administration and Marketing expenses, are estimated 16,800 million It lire equivalent to 13 M USS., at full capacity operation.

## Manpower

The Project will employ 120 enits for the different activities of the factory, for a total yearly cost of 446 million It lire ( 357,000 USS).

## Horking Capital

The net working capital requirement for the financial operation of the Project amounts to 2,915 million It lire (1,4 million USj)at full operation of the plant.

## Implementation

Project implementation will require an estimated period of 6 months, including plant commissioning and performance tests.

During said period all the initial investments will be realized and the required financial sources should be activated.

The implementation phase has been divided into 5 periods: the first 4 periods are devoted to civil work completion and plant construction, wilile the last one foresees start-cp activities (plant erection, start-up and performance tests). The last period falls in the first year of the production phase.

The total initial investments have been distributed among the implementation periods, according to the expected plan of activities.

Financing scheme

- The Project financing will be based on an Equity/Debt Ratio of 0.45 .

EQUITY ( 4,000 million Lit $=3,2$ million USS)

- The Tunisian Promoter, STA Group, will subscribe 65\% of the total equity, amounting to 2,600 million Lit. (equivalent to 2 million USS)
- The Italian Promoter will participate to the Joint Venture with 1.400 million of Italian lire ( 1,2 million USS which represent $35 \%$ of total equity


## LOANS

The following possible sources have been examined in the financial analysis (scenario 1 and scenario 2)

- Commercial Loan

Amount Interest rate: Amortization: Grace period:

3,376 million Lit ( 2,7 million US\$)
11\%
Constant yearly rates, lasting for 7 years
3 years from the last installment

- ioan from The Italian Cooperation Fund to Tunisia Amount: $\quad 3,376$ million Lit ( 2,7 million USS) Interest rate: $\quad 4.75 \%$ Amortization $\quad$ Constant yearly rates, lasting for 5 years Grace perios: $\quad 3$ years from the last installment

Tax
According to the Tunisian legislation regulating the industrial activity income tax on company's profit are equal to 35\% on Gross Profits (Operating Margin, including Depreciation, less cost of Finance) only for the sales on Maghreb Area. Exports toward Italy are tax-free.

## Examined Cases

 COMFAR Model. The following Cases have been analysed, utilizing theEASE CASE: The integration degree of local suppliers has been assumed equal to $45 \%$ and the Tunisian suppliers cost equal to the corresponding one of Italian suppliers (ratio $=1$ ). Two different loan sources have been considered: commercial loan (scenario l); loan from Italian Cooperation (scenario 2).

CASE 1: The integration degree of Tunisian suppliers have been modified assuming $50 \%$ and $55 \%$.

CASE 2: The cost of Tunisian suppliers have been increased in respect to the corresponding italian one (coefficient 1.2,
$1.3,1.4$ )

The following table reports the IRR vaiues obtained: (\%)


The joint-venture between SAT an Piaggio is an extension of an already existing collaboration. For many years SAT has been the local distributor of the APE Piaggio three-wheeler.

The project foresees a first period ( 4 years), in which a large part of vehicles production will be exported to Italy. At the same time the distribution network inside Maghreb will be establishshed and sales are expected to progressively increase.

After the fourth year the exporting to Italy will be stopped and the entire production volume (about 5.000 vehicles) will be distributed in Maghreb and other African Countries.

The APE vehicle is a mature product on the European market but it should be appreciated on the African market, still for a long time. In fact this model, offering a good compromise between price and load capacity, has specific operational characteristics, like manoeurrability in urban centers, particularly suitable for North African towns.

If this competitivity will not be maintained for the 15 years of project life, PIAGGIO has already planned the introduction of more advanced existing models. The corresponding investment would not be relevant also considering that the large part of the present equipment will be suitable for new product assembly lines. For this reason this product change has not been considered in the present evaluation, but a more detailed medium-term strategy should be reccomended.

The market study has demonstrated that the foreseen saies could be performed only if $40 \%$ of global vehicle cost corresponds to local manufacturing. In fact trade agreements among Maghreb members established that import tax can be reduced, only if goods produced in a member country have a $40 \%$ local content.

Hence the crucial point of the project is the possibility of purchasing suitable components from local suppliers given that the direct SAT contribution, represented by the vehicle assembling, is rather poor.

In the present analysis this aspect has been analysed and two parameters have been assessed: technical quality of the supplying (including delivery time) and cost.

Several suppliers - representing different component categories - have been visited and called to submit a financial proposal.

At present only a few offers have been received, while others are arriving. The first answers seem to indirate that, even with the lower cost of manpower, the local supplying cost could'still be higher than the Italian one, also as consequence of the particularly reduced production volume.

From the side of the technical suitability the local suppliers have shown, on average, an acceptable capacity, but they undoubtedly need an initial technical assistance to optimize their product quaiity standard.

As generally observed in all vehicle-producing countries, a strict collaboration and technolcjical transfer between component suppliers and vehicle manufacturers have to be established.

In Tunisia the Italian Sponsor, having the technical "know-how", has to organize a detailed plan of actions for the suppliers qualifications, training and quality monitoring.

The economic and financial analysis of the project carried out using UNIDO-COMFAR software - showed a positive proijtability performance. However it has also been demonstrated that if the cost of the local suppliers, assumed equal to the corresponding Italian one in the base case, is increased by more than $40 \%$, this could place the project in a non-profitable area.

Another crucial point arising from COMFAR analysis is the negative currency balance of the project. It should be stressed that the export to other Maghreb countries cannot generate foreign exchange earnings, due to specific agreements among member states.

This is not a specifically weak-point of this joint-venture. It is rather common for manufacturing projects, based on component imports and which do not re-export their products, to show a currency deficit. Nevertheless, the global country's currency-balance generally takes advantage due to the "import substitution" of the final products. However some recent experiences (STIA case) showed that a high devaluation of local currency is not completely absorbed by product price increase. Only high degrees of integration of local suppliers can assure a reasonable project stability. In the case of STIA, which had a $15 \%$ integration, the dinar devaluation placed the company in loss conditions obliging the vehicles production to be suspended.

This is another reason for which the mentioned Piaggio plan of technical assistance to local suppliers has to be carefully organized and carried out. This has to de considered an investment and not a cost for the project.

## 2 PROJECT EACKGROUND AND HISTORY

The Project is a Joint Venture promoted by the following Iunisian and Italian Firms: SAT Group (STA Holding) and PIAGGIO.

Purpose of the Joint Venture is to build-up a factory for the production of three wheeler vehicles in Tunisia, with sales targeted mainly in the Maghreh countries.

Two base-models will be produced APE 501 (50\% of production up to 1992) and APE 601 ( $100 \%$ after 1996).

The APE 501. Model will be produced only for its re-importation on the Itaiian market, during the first years. production: The Project is partially export oriented: At full Sales \%

Tunisia 14

Cther Maghreb 56
Export 30 100
transfer. Tunisia welcomes foreign investment and technology
The strategy for the industrial sector is based upon (i) Development of cooperation with foreign partner (joint-venture); (ii) efficient use of capital; (iii) improving infrastructural facifities; (iv) modernization and upgrading of technology; (v) restructuring of industry; and (vi) identification of thrust areas for export.

During the last years, the Government of Tunisia has fully reviewed the role of foreign investment in the economic development of the country, streamlining the procedures relating to foreign collaboration, investment, repartition of technology fees, with the main objective to promote a larger flow of foreign investment into the country. A number of important policy measures have been taken to sustain foreign investment. A special law for the industrial activity regulation was promulgated in 1987 (law n.87-51).

This law supports export-oriented projects with the following incentives:

- Full tax exemption of earnings;
- Unrestricted repatriation of profits;

Even the industries that are not wholly export-oriented take advantage of this law with several incentives, such as the suspension of turnover tax on capital gonds imported or purchased from local manufacturers and on services from local producers.

In this context SAT Group and PIAGGIO have been collaborating for many years in the final assembly and local marketing of APE Yehicles in Tunisia. At present operations are quite limited (about 100 vehicles sold yearly) and the expansion of the joint-venture with the transfer of a larger part of the manufacturing in a new shop of Tunis aims at decreasing production cost and obtaining the forseen import tax reduction in Maghreb Countries. As already reported this requires a local integration of at least $40 \%$.

Project success relies on the following crucial points:

- the actual market size;
- the quality and reliability of local suppliers.

These points have been considered as the main subjects of the foreseen pre-investment study.

Fidimi Consulting S.p.A. was selected by UNIDO and charged with the preparation of the requested feasibility study.

## 3 MARKET AND PLANI CAPACITY

### 3.1 Introduction and Summary

### 3.1.1 Maghreb Area iiunisia, Algeria, Marocco) - Overview

The passenger and transportation vehicle markets are cnaracterised by specific aspects.

An ircreasing demand due to road network expansion and a shift towards Eurr.pean lifestyle standards.

However Shis is met by an insufficient vehicle offer, because of high purchasing costs (import duty) and the difficulty in cbtaining the currency reeded for import transactions. The used vehicle market is affected by the scarce availability of spare parts.

To overcnme these problems venicle assembly plants have been established (STIA in Tunisia, smeIA, SAIDE, AUTO HALL in Marocco, FIAT projeri in Algeria). These however have encountered great difficulties owing to the $: 985-88$ economic recession suffered by the Maghreb countrits and to the consequent devaluation of local currencies.

The main proble.in to be solved is the pocr integration of local production - due to lack of a qualified sub-manufacturers of components - and ihe consequent strong dependency on imoorting CKDs in hard currencies.

### 3.1.2 Commercial Vehicle Market in the Pighreb Area

It can be predicted that SAT's forthcoming activicy in the sector of medium and small transportatio.: vehicles will be developed in the following scenario:

- at present French vehicles are market leaders (Rerayit ixpress. Peugeot 504, to a smaller extent Citroen C15, FIAT Fiorino, VW Transporter and Japanese models). The introduction of Japanese mini vans has been attempted several times without success, however numerous initiatives are set to rise in the near future for their importation or local assembly. Generally comnercial véhicles are used on both urban and suburban routes.

Hereafter is a table summarizing the data collezted in the various countries on sales, competition and prices.

| Tunisia - Sales of Vehicles with a 500 | kg max | loading capacity |  |  |  |
| :--- | :---: | ---: | ---: | ---: | ---: | ---: |
|  | 1986 | 1987 | 1988 | 1989 | 1990 |
| - Local production | 1.104 | 917 | 61 | 0 | 0 |
| - Imported vehicles | 67 | 41 | 96 | 2.469 | 1.123 |
|  | 1.171 | 958 | 157 | 2.463 | 1.123 |

The interruption of local production is a consequence of STIA's crisis. Thi production of PSA Group vehicles came to a stop in 1988.

The sales of vehicles with a $500-1250 \mathrm{~kg}$ loading capacity nearly tripled in 1990.

The circulating fleet with a 500 kg max loadiry capacity is es:imated to be $15,000-20,000$ units.

## Algeria - Transportation Vehicle Sales (vehicles/year)

|  | 1986 | 1987 | 1988 | 1989 | 1990 |
| :--- | :---: | :--- | :--- | :--- | :--- |
| - Imported vehicles | 24,056 | 12,489 | 8,425 | n.a. | n.a. |

Most recent official statistics of ONS (Algerian National Statistics Office) refer to 1985 (those shown have been obtained from a French research study): Data is quite aggregate (among transportation vehicles are included trucks and buses). According to findings in Algeria it is estimated that the majority of transportation vehicles are classified by ONS as small and medium vehicles and that 1990 sales are rising. Said estimate can be made considering an average volume of sales of $8,000-10,000$ units, of which $6,000-7,000$ vehicles with a $1,500 \mathrm{~kg}$ loading capacity and $2,000-3,000$ vehicles with a 500 kg loading capacity (the most popular category).

The transportation vehicle fleet is estimated at over
ts. 100,000 units.

Marocco - Sales of vehicles with a $1,200 \quad-1,500 \mathrm{~kg}$ max loading

|  | 1986 | 1987 | 1988 | 1989 | 1990 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| - Local prod. vehicles | n.a. | 2,245 | 2,509 | 2,971 | 3,214 |
| - Imported vehicles | n.a. | 118 | 28 | 109 | 153 |
|  | n.a. | 2,364 | 2,537 | 3,080 | 3,367 |

It is estimated that $1,500-2,000$ vehicles with a $500-500$ kg max loading capacity shall be sold in 1990 and that around 60,000 units shall be in circulation.

### 3.1.3 Competitors and Prices

Ir. the three countries certain similarities can be outlined as s.own in the following table:

|  | (competitors) |  |  |
| :---: | :---: | :---: | :---: |
| Trasp. Capacity | TUNISIA | ALGERIA | MAROCCO |
| Low | Renault Express Citrcen Cl5 | Renault Express Citroen Cl5 | ```Renault Express Renault 4F``` |
|  | Suzuki Curry | Fiat Fiorino | Renault Traffic |
|  | King Motor Maghreb Motor |  | Citroen Cl5 <br> Dahiatsu 584 |
|  |  |  | Suzuki Curry |
| High | Peugeot 504 | MazJa B1600 | Peugeot 504 |
|  | Isuzu pick-up |  | Isuzu pick-up Mitsubishi Kl4 |

The Honda TN7, out of production since 1985, is quite popular in Marocco.

Besides the Japanese and European models, there are locally manufactured vehicles (King and Maghreb Motor). Despite extremely low prices they sell badly because of poor reliability and after sales service.

The selling price of new vechicles goes from 12,000-15,000 USD for those with a light loading capacity and over 15,000 USD for heavy ones.

In Tunisia technical assistance is quite aleatory. Purchasing practices are long and spare parts are rare, obtainable only on the black market and for brief periods of time. The situation in Algeria is just as gloomy. However this year dealers are starting to spring up, ensuring direct sales and assistance. The Maroccan situation is better.

As far as used vehicles are concerned, prices range according to age and efficiency. A Renault Express in good conditions can be purchased at 5,000 USD, which should be considered as a maximum reference price for the SAT vehicle.

### 3.1.4 Sales Estimates in the Maghreb Area

In the three countries under examination the potential market for the APE can be divided as follows:

- an already existing market share of transportation vehicles with a 500 kg . max loading capacity that can be penetrated with low prices, short delivery times and reliable assistance;
- a market share composed of new users induced to purchase because of low prices and a better manoeuvrability of the vehicle on urban routes.

At the end of the commercial implementation phase (5 years), it is estimated that SAT will account for $30 \%$ of the actual market of vehicles with a 500 kg max loading capacity and for an equivalent share acquired among potential new consumers.

On the ground of these considerations the following
estimate made:
Tunisia - 675 vehicles
Algeria - 1,345 vehicles
Marocco - 1,010 vehicles
Being the above rough estimates, they can be rounded off to: 700 for Tunisia, 1,000 for Algeria and 1,000 for Marocco. A more cautious estimate has been made for Algeria, given the lack of disaggregate data.

### 3.1.5 Sales Estimates or other African Markets

### 3.1.5.1 Libya

The Libian market of transportation vehicles accounts for over 30,000 units yearly and among the Maghreb countries it has the most potential. Japanese manufacturers are niarket leaders, controlling 90\% of the transportation vehicle sector and almost entirely the passenger vehicle one (over 50,000 units/year). The lack of a specific marketing project makes the assumption of a reference figure quite difficult.

A minimum volume of 700 vehicles/year, equivalent to the Tunisia one, could be accepted.


### 3.2 APE: The Product, Uses and Market Trends

### 3.2.1 The Product

APE, the commercial threc wheeler vehicle marufactured by Piaggio, the most important specialized compary in this field, was entirely developed at home in the early 60s.

In recent jears the APE has undergone technical and aesthetical improvements. Current models with revised body and features, respect the original design: front wheel cabin joined to a small two wheel pick-up.

The vehicle is produced in various models: wide range of different engines and tecinical performances.

The "P.601", the model that would be produced in Tunisia and =ommercialised in Maghreb, is available in 7 different versions: chassis, pick-up, long pickup, dump truck, van, dump truck van and coach.

The APE P.601 has a single cylinder 2 -stroke engine, connected to the gearbox and differential over the rear wheels. It is fuelled by low grade gasoline, and has an effective maximum horsepower of 10.28 HP at 5.000 r.p.m..

Other technical features include: a maximum loading capacity of 616 Kg (with an inner dimension of the platform in the standard pickup version of $1700 \times 1400 \mathrm{~mm}$ ), a maximum effective speed of $60 \mathrm{~km} / \mathrm{h}$, and fuel consumption varying between 4.6 - 9 lt . per 100 km according to the different conditions in which it is used (load, speed, type of road, traffic).

The motor features some particularly interesting innovations such as separate lubrication and electric ignition.

It has been enlargered so as to allow utilization of the propeller at the lower r.p.m., with consequent reduction of wear on the mechanical parts and consumption.

The "P.601" APE has steering-wheel and gearshift as in ordinary vehicles, instead of APE's traditional gearshift connected to the handle-sinaped steering-wheel.

The motor is situated in the rear, ensuring silence and the total absence of vibrations in the cabir, which has room for two people.

The position of the: barycentre, low and well in the rear, gives to the vehicie goor statility and road-holding, even on slippery and muddy roads.

Standard equipment includes heating, electric starting, electric windshield wiper, cabin lighting, spare wheel (stored under the seat); the side air vents are larger, furnishing excellent ventilation inside the cabin.

## 3.L.2 Uses of APE and Market Trends

The possibilities of use are practically endless in the most varied sectors and under extremely different conditions.

The APE, thanks to its minimum bulk, to its great ease of steering and to a very low turning radius is a very practical and easy driving vehicle.

In Italy, where this vehicle is very common throughout the country, it is used for different purposes in a large part of the industrial and commercial sector, both in daily city and suburban traffic for short or middle range journeys.

Italy is the only important market for the three wheeler APE, presently absorbing the entire production of Piaggio (around 29,000 units per year); only a small number of three wheelers (around 1,000 units yearly) are sold abroad, especially in Germany, France and Portugal mainly to the public sector.

Although the APE wasn't particularly known abroad, in the seventies Piaggio joined forces with an Indian company for the production in India of the three wheeler.

After twenty years, the APE, in India,is still a very popular vehicle for both commercial and private purposes.

Considering Italy alone as a reference for the apparent demand of the vehicle, the market for three wheelers flourished from after the Second World War until the seventies.

The three wheeler was in fact the country's best-selling commercial vehicle, thanks both to its overall performance and its affordable price.

Despite the reduced market demand, the APE is stili considered a good commercial vehicle with high performance standards, very competitive price and extreme versatility.

In fact up to 1988 Piaggio has been a market leader in the segment of commercial three wheelers with a loading capacity of up to l ton and in the last two years was surpassed only by Fiat, Piaggio's owner.

But nothwithstanding the fact that Piaggio is still a market leader, the Italian three wheeler market should be considered, at this point, mature.

### 3.2.3 Manufactures and Price

The manufacture of the three sheeler, as stated above, is concentrated in Italy by Piaggio and in a state owned-factory in India following a joint venture with the Italian company.

Japanese manufacturers, especially Suzuki, also designed a three wheeler for commercial purposes for the Far East market, but this model has been out of production for many years.

Other car or motorcycle manufacturers have for several years produced three wheelers, for example Moto Guzzi in Italy and Leyland in UK, with little success and poor results.

The price of the three wheelers produced by Piaggio varies according to the different models, from 3,500 US $\$$ for the 50 cc APE, to 9,000 lit for the largest model (prices not including V.A.T.).

Referring to the models that are expected to be manufactured in Tunisia, the APE "P. 601" is now out of production in Itaiy. The similar "P.501" model at 4,700 US $S$ could be considered (this last model being sheduled to be assembled in Tunisia and resold in Italy).

The three-wheeler vehicles are distributed throughout Italy by the network of Piaggio dealers, who in most cases provide after-sales service.

### 3.3 APE Market Survey

### 3.3.1 Profile of End User of APE

Below is a table of the average sales of APE in Italy, divided inte user sectors.

Sectors
Industry
Delivery services
Agriculture Food delivery Other delivery Street traders vendors Artisans Car alternative Public body Others

APE share

$$
3.3 \%
$$

$$
1.6 \%
$$

$$
46.5 \%
$$

$$
9.0 \%
$$

$$
3.6 \%
$$

$$
8.5 \%
$$

$$
14.5 \%
$$

$$
6.4 \%
$$

$$
3.0 \%
$$

$$
3.5 \%
$$

100.0\%
=====

Source: Piaggio

The table shows a very high concentration of consumers in the agriculture sector. This is evidence of the stability of the three wheeler even on muddy roads.

### 3.3.2 Characteristics of the APE Market

The overall Italian vehicle market in the last year has suffered a decline in industrial production and in consumer demand. The sar: trend has been repeated for small commercial vehicles.

With regards to small commercial vehicles, this period of crisis has been caused by the reduction in the quantity of goods transported.

In the first half of 1991 there was a considerable market, whereas the second semester showed a slight revival of activity.

The end result of the year, however, showed a reduction of approximately $4 \%$.

The most important decline in sales was in the three wheeler segment (Piaggio's leading area) with a reduction of $14.5 \%$, followed by the van segment with a raduction of $8.5 \%$.

Only the minivan segment achieved good results with an 11.4\% increase.

Companies that introduced new vehicle models or large advertising campaigns have been well repaid.

Manufacturers with new vehicles include Volkswagen, who obtained an increase of 71\%, while large advertising investment increased Nissan's sales by around 63\%.

All other major European car manufacturers suffered from the market crisis experiencing consistent reduction in sales.

This scenario is not very positive for Piaggis either, altough the company impreved its overall output in sales with the new commercial four wheeler model, the "POKER".

### 3.3.3 Competitors

The APE could be classified intc two categories: vehicles with a loading capacity of up to one ton, and vehicles with an overall weight of up to 3.5 tons.

As stated above, all the European and Japanese manufacturers are present in the commercial three-wheeler segment, notwithstanding its minor importance in the overall vehicle market.

Many models with different loading capacities have to be considered in this segment: vans, pickups and minivans.

The following table shows the results of the top fifteen models in the 1990/1991 period (up to October 1991):

Company Mode? $\begin{gathered}\text { Loadirig } \\ \text { Capacity (1) Sold (2) }\end{gathered}$ Variation $\begin{aligned} & \text { Market } \\ & \end{aligned}$

| Fiat | Fiorino | $3.5 / 4$ | 12.304 | $-21,7$ | 8,4 | 1 |
| :--- | :--- | ---: | ---: | ---: | ---: | ---: |
| Piaggio | APE 50 | 2 | 9.964 | 0,8 | 6,8 | 2 |
| Fiat | Ducato 14 | $14 / 16$ | 8.517 | 10,6 | 5,8 | 3 |
| Piaggio | APE TM P.703 | 7 | 6.880 | $-19,8$ | 4,7 | 4 |
| Ford | Transit | $9 / 13.6$ | 6.843 | $-20,7$ | 4,7 | 5 |
| Ford | Transit | $15 / 20$ | 6.132 | 16,5 | 4,2 | 6 |
| Iveco | 35.8 | $15 / 17$ | 6.126 | 26,2 | 4,2 | 7 |
| Fiat | Ducato 10 | $7 / 13$ | 6.098 | 5,1 | 4,2 | 8 |
| Renault | Express | $4 / 6$ | 5.141 | $N . A$. | 3,5 | 9 |
| VW | iransporter | $7.5 / 10$ | 4.973 | 118,5 | 3,4 | 10 |
| Iveco | $35 / 10$ | 17 | 4.912 | $-40,2$ | 3,3 | 11 |
| Fiat | Ducato Maxi | $17 / 19$ | 4.337 | $-20,4$ | 3 | 12 |
| Nissan | Vanette | 8.2 | 4.089 | 99,4 | 2,8 | 13 |
| Piaggio | APE POKER | 8.5 | 3.079 | $N . A$. | 2,1 | 14 |
| Fiat | Panda Van | 3.1 | 2.785 | $-33,6$ | 1,9 | 15 |
|  |  |  | 45.826 | $-2,7$ | 37 |  |
|  | OTHERS |  |  |  |  |  |
|  |  |  |  |  |  |  |
| TOTAL MARKET | $=======$ | $======$ |  |  |  |  |

(1) in 100 KG
(2) up to October 1991

Data: Piaggio

The most important vehicles to be considered are the VW Iransporter, the Nissan Vanette and Trade, the Fiat Fiorino and Ducato, the Renault Express, and the Ford Transit.

The German and Japanese vehicles and Piaggio's APE POKER achieved the best market results.

Piaggio's three-wheelers maintained their strong position on account of two of the top five models.

Lastly considering the market trend for different classifications of vehicle, the large increase of the pick-up compared with the van should be noted.

### 3.4 APE in Tunisia

### 3.4.1 The APE market

The APE vehicle is well-known by the private and public sectors in Tunis, even if the high price, discourages market penetration.

The total number of APE vehicles sold in the country could be estimated at approximarely $1,000 / 1,500$ units.

They are used in the garbage collection service carried out by the public department of Tunis, and for private in-city transportation of food and general goods.
absent.
The APE is not known in the suburbs where it is totally

The APE drivers working in the city are satisfied with the vehicles, both for its loading capacity and for its tecinnical performance.

The APE has been also appreciated by the manager of the garbage collection service of Tunis, who works with nearly fifty vehicles (of the total 100 bought) which has an average lifespan of 4 years.

The APE owners pointed out the following problems with the vehicle:

- bad door-closing system; frequent breakage of clutch cable; spark plugs requiring frequent substitution; oil leakage in some parts of the wheel trasmission; electric cable faults; gears not always working well (probably caused by bad driving);
- very poor after sales service (this is considered very important);
- lack of expert mechanics for engine repair.

Another problem pointed out by private consumers was the high cost of the vehicle and of spare parts.

In the south of the country the vehicle is not very popular, and only used by the Gabes local authority, while the private sector does not appear to know the APE and its versatility.

The south of Tunisia represents a good sales market both in the large agriculture sector and in the hotel and tourist sectors, that could be interested in the coach model.

### 3.4.2 Consumption and Forecast

The Tunisian automotive market is determined by a middle term economic plan, which fixes the ceiling of imported vehicles.

For this reason buying a vehicle in Tunisia is very difficult both for limited availability of vehicles (it is possible to wait up to 2 years for the keys) and relatively high price.

One otier important point for Tunisian drivers is the lack of and the very high cost of spare parts, which in same cases are bought on the black market.

The APE segment in the country, taking into account the classifications of the customs office, could be considered in the following two categories:

- commercial vehicles with a maximum loading capacity of 0.5 tons;
- commercial vehicles with a maximum loading capacity of 1.25 tons.

All vehicles in these two groups are imported, the state-owned car assembly plant Stia having stopped its activity in 1988 because of the very high cost of the vehicles produced (presently Stia assemble only lorries and coaches under licence from foreign companies).

In 1989 the Japanese company Isuzu joined with the US General Motors for the assembly of cars in Kihroun, and the first stock of commercial vahicles has been marketed in November 1991.

The overall commercial vehicle market appears to be on the rise despite the difficulties mentioned above.

Below are the figures relevant to the quantity of cars imported and produced in Tunisia from 1986 to 1990:

| Imported <br> Local Proauction | $\begin{array}{r} 67 \\ 1.104 \end{array}$ | 41 917 | 96 61 | $\begin{array}{r} 2.469 \\ 0 \end{array}$ | $\begin{array}{r} 1.123 \\ 0 \end{array}$ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Total: | 1.171 | 958 | 157 | 2.469 | 1.123 |
| From 0.5 to 1.25 tons: |  |  |  |  |  |
| Imported | 6.271 | 974 | 1.534 | 1.771 | 2.985 |
| Local Production | 1.096 | 1.239 | 626 | 0 | 0 |
| Totai: | 7.367 | 2.213 | 2.160 | 1.771 | 2.985 |

Source: Annuaire Tunisien de Statistique

Assuming that the APE can be marketed at a price consistelitly lower than the present one, and that over a middle term period non-stop commercial and distribution efforts are carried out, the following data can be estimated.

The potential local demand could amount to $500-600$ units per year with a price of $5.000 / 6.000$ US $\$$.

This forecast is confirmed by managers of the Tunisian company selling APE and by dealers of the sector.

With a higher price, sales forecasts are difficult, given the competition of the second hand market for the pick-up and the van (see also chapter 3.3.3).

### 3.4.3 Price

The production cost of the APE has been determined considering the cost of CKD components sourced from Italy and locally made.

The retail sales price also takes into account the profit margin of the distribution company, Jughurta Manutention, fixed at around $25 \%$, and $17 \%$ of V.A.T.

Considering these factors the sales price could be estimated at $5.000 / 6.000$ US $\$$, which represents a reasonable price for the vehicle's introduction into the country.

The price of competitors' vehicles in Tunisia are shown in the following table:

| Manufacturer Model | Price <br> US $\$$ |
| :---: | :---: |


| Peugeot | 504 | $15.000 / 17.000$ |
| :--- | :--- | :---: |
| Citroeen | Cl5 | $10.000 / 12.000$ |
| Renault | Express | $12.000 / 13.000$ |
| Isuzu | Pick-up | $14.000 / 15.000$ |
| Suzuki | Curry | 9.000 |
| King Motor | King | 8.000 |
| Maghreb Motor | Furgonett | $7.000 / 8.000$ |

Source: Data compiled by Fidimi

Prices on the secend hand market should also be considered with regards to two very old vehicles still in use: the Peugeot 404 and the Citroèn Aquadiane, produced until 1988 by Stia.

For the former, taking into account the general condition of the car, the price varies from 5.000 to 8.000 US $\$$, while for the latter the price is around 5.000 US $\$$.

There is no second hand market for the other vehicles listed, as they are new models.

### 3.4.4 Distribution

In Tunisia the sale of cars is organized by each company, based mainly in Tunis, while in other areas of the country the distribution network is $\partial \mathrm{cor}$.

Jugurtha Manutention, whose headquarters are in Tunis, should carry out, following the joint venture programmes, the distribution of the vehicles throughout the country, and should support the business with adequate after sales service.

Presently, however, the company doesn't have an adequate strategic plan for sales and distribution policy especially for the south of Tunisia. The possibility of joining FIAT for distribution seems unlikely.

Sales in the south should be supported by a heavy advertising campaign, as the vehicle is little known in this area.

### 3.4.5 Competition

As reported in the tabie of prices the competition considering the segments up to 1.5 tens of loading capacity is represented by the French companies, by the new company Isuzu and also by the two Tunisian companies.

The following table shows the features of the competitors:

| Company | Model | VersionLoading <br> capacity <br> KGxl00 | Fuel <br> Consumption <br> xl00 KM |  |
| :--- | :--- | :--- | :---: | :---: |
| Peuegeot | 504 | pickup | $12-15$ | 10 |
| Citroén | C15 | van | 4.5 | $7-9$ |
| Renault | Express | van | 4.5 | $7-9$ |
| Isuzu | Pick-up (l) | pickup | $14-15$ | 12 |
| Suzuki | Curry | minivan | 8 | N.A. |
| King Motor | King | minivan | 6 | N.A. |
| Maghreb Motor | Furgonett | minivan | 6 | N.A. |
| (1) small model |  |  |  |  |

Source: Data compiled by Fidimi

The Citroen and Renault models are similar vehicles with regards price, loading and driving performances.

Their distribution is organized directly by the company mainly in Tunis, and offers a satisfactory, but expensive, after sales service.

Peugeot and Isuzu should be considered in the higher part of the segment both for price and for loading capacity; the vehicles are used mainly for long range journeys.

Peugeot organizes their own distribution, while for Isuzu it is performed by General Motors, who also manage the distribution of others brands: Opel, Bedford and Voivo.

The direci competitors of APE are the mode?s manufactured in Tunisia and the Suzuki Curry.

## Suzuki

The Japanese company is represented in the country by a private dealer in Tunis, which is not well organized, and whic: imports the Curry from Egypt where it is manufactured.

The pickup is considered very expensive and the complete absence of spare parts is a well known fact.

## Tunisian Models

The King, a four wheel commercial vehicle, has been rianufactured for two years (similar to the APE POKER).

Sales have been slow, only 50 units have been sold. Both public and private sectors are dissatisfied with the technological level of the domestic product.

Spare parts are difficult tc find and the pickup displays many driving problems.

Maghreb Motor's comercial four wheeler has been a complete failure, because of the poor quality of the components.

Only a few units have been sold, and the company is no longer active.

The brochures of the Tunisian models have been enclosed.

### 3.5 APE in Algeria

### 3.5.1 The Ape Market

Three wheeler vehicles are practically unknown in Algeria.
The most common light transportation vehicles are the Peugeot and Renault pick-ups (around $71 \%$ of the whole vehicle fleet is represented by these two French companies).

Moro recently the Japanese pick-up Mazda reached a relevant position on the market. Fiat - Fiorino vehicles are also present.

It is very difficult to determine the exact size of this market and to analyse its structure.

Official data are not recent. The "Office National de Statistiques" (ONS) reports are dated 1984 and give only general information without details and figures per vehicle model.

Other sources as the Customs office or other bodies in charge of
venicle imports (ENDVP,AIV etc.) also offer aggregate data without any analytical sprayout.

Most official sources give incomplete and contradictory data, nontheless these are the only recent ones (1990).

Using also French estimates (Marchés Tropicaux), the following table has been compiled:

## Transportation Vehicles Sales

|  | $\underline{1986}$ | $\underline{1987}$ | $\underline{1988}$ | $\underline{1989}$ | $\underline{1990}$ |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Imported vehicles | 24.056 | 12.489 | 8.425 | n.a. | n.a. |

The drop in sales after 1987 is the consequence of the hard economic crisis of Maghreb countries.

### 3.5.2 Present Consumption and Forecast

Some unofficial sources confirm a stability of sales between 7.000 and 8.000 units in 1990 . Others estimate this value between 8.000 and 10.000 units.

The potential market demand is higher than the present $7.000 \backslash 9.000$ vehicles/year and the probability to reach past levels of 20.000 vehicles/year is linked to the economic revival of the country. Indeed an average sale of $8.000 \backslash 10.000$ units in the next years coutd be a reasonable hypotesis.

The global transportation fleet could be estimated in 100.000 vehicles.

### 3.5.3 Price and Competition

The APE competitors have high prices (close to 20.000 USS for the Renault Express) due to the present import tax structure. The second hand market is however very active and the prices of used vehicles are the real point of reference.

This is also the consequence of a peculiar and efficient importing system existing in Algeria: the Algerian emigrants in Europe are allowed to buy foreign vehicles and to sell them in Algeria. No import tax is applied in this case.

This is generally done during the summer holidays when the emigrants come-back in Algeria with the same vehicle that will be sold. The income (in local currency) is let to their local families.

Similar privileges are also recognized to the former soldiers of the national liberation-war.

On the second-hand market a Renault Express in good revised conditions goes for 5,000 uss.

### 3.5.4 Distribution

Up to now the only source of distritution have been the official importing bodies. In this last month an important changement has been authorized: local vehicle distributors are npening their shops and dealing as in the rest of the world. Japanese distributors are already operative, others are opening.

### 3.6 APE in Morocco

### 3.6.1 Present Consumption

The Moroccan vehicle market is characterised by the Government policy which tends to favour a local manufacturing company, and liberalize imports, especially of second hand cars.

The import programme determines on an yearly basis the number and the models of cars coming from abread.

Marocco also has a very important and cheap spare parts market, compared with the other Maghreb ccuntries.

The state-owned company Somaca has an yearly production capacity of 40.000 vehicles. The factory is presently working at a 25\% production capacity.

Somaca assembles CKDs of important European companies such as Peugeot, Renault, Citroên, Opel and Fiat.

Referring to the small and medium sized comnercial vehicles, the market trend shows the following figures for the period 1987-1990:

Locally assembled comercial vehicles

| Company | Model | 1987 | 1988 | 1989 | 1990 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Citroen | C15 | 608 | 738 | 912 | 1.134 |
| Isuzu | KBD 26L | 0 | 314 | 429 | 71 |
| Mitsubishi | K14 | 0 | 0 | 0 | 115 |
| Peugeot | 504 | 1.018 | 772 | 664 | 822 |
| Renault | 4 F | 270 | 295 | 156 | 64 |
| Renault | Trafic | 350 | 68 | 452 | 563 |
| Renault | Express | 0 | 322 | 358 | 445 |
|  | al | 2.246 | 2.509 | 2.971 | 3.214 |

Imoorted commercial vehicles


Source: "A.M.I.C.A.", Association Marocaine Importers
Constructeur Aistomobiles

The above table shows three different car categories:

- the first represented by medium-sized commercial veinicles like the Peugeot 504, Isuzu, Mitsubishi and Renault Trafic;
- the second, vans such as the Renault Express and 4F, and the Citroen Cl5;
- the third is ihe segment of small commercial vehicles, including the mini pick-ups of the Japanese companies, direct competitors of the APE.

The market trend shows for the van and large pick-up a steady increase in saies, while for the mini pick-up sales are very low, because of high prices.

However the fleet of mini pick-ups in the country is estimated to be around $10.000 / 15.000$ units.

This is the result of the high sales, of the Honda TN7, around 1980, thanks to the lower price, about 4,000 US $\$$.

The general condition of these vehicles is not very good, but the mini pick-ups are widely used, especially in the city for delivery services, and offer good work performance.

The effective forecas $\hat{i}$ of this segment depends on the avalability of the vehicles (see point 3.5.4), and on the price range; however with these condition the market trend should be sieady.

### 3.6.2 Price

The key factor of the vehicle market is the price level, both for imported or locally manufactured vehicles and for the second hand market.

A comparative price assesstment of direct APE competitors reveals an average price of around 11,000/12,000 US $\$$,for the van and the mini pick-up.

On the second hand market, the Renault $4 F$ and the Japanese mini pick-up go for around 5,000 US $\$$, though it varies greatly due to bargaining.

The second hand market is particularly developed thanks to the good price of spare parts and the good negotiation capacity of Moroccons.

### 3.6.3 Distribution

Distribution is organized, either by private dealers like Auto-Hall, the leader of commercial vehicles, or directly by the car companies themselves.
pick-up: Follows a list of the dealers of the Japanese mini

| Dealer | Brand |
| :--- | :--- |
| VOLVO | SUZUKI |
| VOLKSWAGEN | DAIHATSU |
| HONDA | HONDA |

With the exception of Honda, Japanese vehicles are represented in the country by European companies, with headquarters in Casablanca, and with sales agents in major Maroccan towns.

All dealers offer high quality after sales service and al so handle the second hand car mariket.

Dealers pay for the vehicles only of the sale is made.

### 3.6.4 Competition

With particular reference to the mini pick-up segment, the following table shows some features of the APE competitors:


All these vehicles are entirely manufactured abroad and imported into Morocco.

The total number of vehicles is divided as follows:

| Honda | $50 \%$ |
| :--- | :--- |
| Suzuki | $40 \%$ |
| Dahiatsu | $10 \%$ |

Honda
The company stopped sales in the country in 1985 and presently their vehicles are out of production. However the second hand market is particularly well developed.

Suzuki
The Suzuki pick-up is presently not available in the country, as retailers are awaiting the local assembly of the vehicle (planned for 1993) at the Volvo assembly line which is presently not fully utilized.

## Daihatsu

The company offers good sales conditions. However the vehicle is expensive and there is a 2 month waiting list.

The two versions (pick-up and minivan) feature a very good loading capacity, low runnirig and maintenance costs, and availability of spare parts.

This type of vehicle is greatly appreciated, and best suited for their needs. Preference is given to four-wheelers and japanese vehicles.

### 3.6.5 Forecast

unknown.
In Morocco the three wheeler Piaggio is virtually

These impressions were confirmed by major auto dealers, who judged that the product would not be well accepted, and could only be marketable at a very low price around $3,500 / 4,000$ US\$.

This price was estimated taking into account the price of second hand cars and of animal-drawn vehicles, still much in use in the countryside.

Worth consideration is the fact that in the future the APE could potentialiy replace old vehicles currently in circulation, having the same features.

However botn consumers and dealers appear to be more interested in four wheelers, like the Japanese mini pick-up, sold at a price of around $6,000 / 6,500$ US $\$$.

At this price the four wheeler could achieve good results, up to 1,000 units p.a.

However, the marketing policy for the product's introduction in Morocco should offer the same conditions as the Japanese: cheap and easily available spare parts, distribution chain, well-manufactured vehicle, low running and maintenance costs, and a warranty.

The sale in Morocco of a product manufactured in Tunisia should consider the following margins in addition to the production costs :

| Transport from Tunisia | $15 \%$ |
| :--- | ---: |
| Insurance on transport | $5 \%$ |
| Margin to importer | $10 \%$ |
| Margin to retailer | $15 \%$ |
| V.A.T. | $19 \%$ |

## 4 MATERIALS AND INPUTS

### 4.1 Materials

The assembly of the APE vehicles is carried out starting from hundreds of components. In Attachment 3 a complete list of components is reported together with a few sketchs outlining the main parts and the assembly schemes. All these single components have to be purchased from external suppliers and then be assembled. Only a few number of finishing operations will be directly performed inside the shop. The main aim of the project is to use the highest juantity of localiy manufactured components. In fact, to become an wholly exporting company, the assembled vehicles must have a $40 \%$ local content.

## However this possibility has two limitations:

a) certain parts (engine, gearbox,etc.) will have to be manufartured in Italy for technological and conveniency reasons (still existing) ;
b) the real capacity of the local sub-contracting is at present rather limited.

The initial project foresaw the acquisition of components on the local market, counting for about 47 per cent of total product cost. After a closer on-site screening, carried out at the beginning of this study in collaboration with the Tunisian partner and API (the local Industrial Promotion Agency), the initial project was modified, for example, by elimiriating those parts that presently could not be purchased in Tunisia (large-sized pressed drawn panels), thus lowering the integration content to $\mathbf{4 3 . 5 \%}$. After identifying other parts that could be manufactured in Tunisia, it has been estimated that the percentage of local supplies could reach $55 \%$ of total product cost.

The vehicle-painting is an important contribution to the local supply component. It will be carried out in the STIA shof in Sousse (the only one in the Country equipped with a painting tunnel). The costs deriving from the to-and-fro transportation of bodies to be painted at the STIA plant in Sousse are included in the contracted price for painting.

However it should be mentioned that to attain this result, quite useful to the economic plan, a rather ? arge period of time wili be necessary and PIAGGIO should envisage assisting potential local suppliers.

Said effort requires that PIAGGIO supervises the implementation activities to facilitate start-up operations and hasten local production in reaching full capacity and high quality standards.

This will increase start-up costs but will slightly affect the firm's balance in the first year because it will be accounted in the initial investment and included in the fixed capital.

## 4.2 ütilities and Energy

The factory will purchase electric energy from the Electric Power Public network.

The water requirement will be obtained from the public network available on the Project's site.

The electric power requirements are connected to the specific equipment use; this mainly consists of spot welding units and other equipment for mechanical working also requiring suitable electric feeding. A total power of 6000 KW has been estimated.

At present in the ISOFRIGO shop electric power is supplied by a 630 kv transformation plant, linked to the public $30,000 \mathrm{~V}$ distribution network. The actual electric power production does not appear to be able to meet foreseen electrical input requirements of the production equipment, however this may be easily overcome by introducing some variations.

In the shop there exists a compressed air distribution facility with a $1221 /$ capacity at 7 bar pressure, fed by 2 ATLAS/COPCO compressors (one stand-by).

Drinking water flows into an open circuit without any restrictions.

In relation to the future vehicle assembly, overall technical adjustments to plant engineering have been envisaged to allow the installation and operation of specific equipment, mainly consisting of complete assembly stations (frameworks, jigs, spot welders, etc.).

Considering the above, the described plant seems to be suitable for the project.

It is estimated that if 5,000 vehicles per year are assembled at full operational capacity, no problems should arise. On the other hand, there may be problems when transferring assembled bodies to the STIA plant in Sousse for painting. This will probably require paint touch-ups at the plant in Tunis and naturally good management logistics with regards to the to-and-fro movement from Tunis to Sousse and viceversa.

At present SAT is importing APE CKD components from the Italian factory of PIAGGIO; assembly and body painting are performed at the STIA plant located in Sousse, some 150 km south-east of Tunis. The plant has been designed and once used to assemble CKD kiis of the PSA Group vehicles. This activit̂y was interrupted for economical reasons and was replaced with the assembly line of Renault and Volvo trucks.

The first site to be considered for the new plant location has been obviously the same STIA shop in which the present SAT lines could be easily expanded. This plant is the only one in Tunisia equipped with a painting tunnel the same used for the PSA car finishing). Furthermore, due to the present reduced production, additional space is available for any expansion of the production lines.

However this option has not been confirmed and the industrial park of Tunis has been preferred.

This choice has been influenced by the possibility of having better productivity conditions and being close to main final market.

For many years the STIA shop has been running at very low productivity rates in respect to plant size and capacity. Manpower has been reduced but an overdimensioning is still existing with direct consequences on productive organisation.

It should be very difficult to have within the same production facility two distinct teams working with very different organizational schemes and productivity conditions.

A separate shop has been considered more appropriate.
Among the various site alternatives, the industrial park of Tunis seemed to be the most suitable given the excellent access infrastructures and existing utilities (water, electricity)

In addition Tunis represents the most important market for APE sales. Hence the proposed plant in Tunis is rightly located close to production, commerical and technical assistance structures.

The prospect of building new structures was excluded, given the availability of plant facilities in this park (for sale or rent).

The plant facility opted for presently belongs to ISOFRIGO, which is moving elsewhere and is therefore willing to sell or rent the plant. As reported by the partners, it will be purchased by the Tunisian partner and rented to the joint-venture.

The building has a 11 m kigh bearing steel structure with an area of 3,000 sq.m.. It is divided into two 60 m . spans by a central row of columns; the lack of partitions assures good plant flexibility.

The total available area of the industrial factory is approximately 18,000 sq.m. with a total available covered area of 5,700 sq.m.. An adjacent area of approximately 5,000 sq.m. could be purchased, after which there do not seem to exist ether expansion possibilities in the near future. The covered area of $2,100 \mathrm{sq} . \mathrm{m}$. adjacent to the main building is used for offices and warehouses; on the first floor there are an additional 600 sq.m. for office use.

The non-built area accounts for about 12,000 sq.m. and shall have to be used for the construction of warehouses for the storage of components and finished products.

The total available area is sufficient to assure a good internal circulation of materials and products, taking into account foreseen production output.

Overall plant activity is presently limited to the availability of electric power supplied by a 630 kv transformation plant, linked to the $30,000 \quad V$ state-owned industrial energy distribution network. The actual electric power production does not appear to be able to meet foreseen electrical input requirements of the production equipment, however this may be easily overcome by introducing some variations.

There exists a compressed air distribution facility with a $122 \mathrm{l} / \mathrm{s}$ capacity at 7 bar pressure, fed by 2 ATLAS/COPCO compressors (one stand-by).

Drinking water flows into an open circuit without any
If this plant is chosen for vehicle assembly, overall technical adjustments to plant engineering will have to be envisaged, as well as the organisation and installation of specific equipment, mainly consisting of spot welders, equipped with specifically designed clamps and electrodes which could initially be supplied by Piaggio.

Considering the above, the described plant seems to be suitable for the project.

## 6 PROJECT ENGINEERING

### 6.1 Scope of the Project

The main objective of the Project is to build-up a factory for the production of Three wheeler vehicles in Tunisia.

The factory will be located in the industrial park of Tunis.

Within the battery limits of the factory all the facilities required for the production and operation will be installed, namely:

- Assembly plant machinery and equipment
- Production utilities and distribution equipment
- Offices, laboratories and warehouses
- Other services facilities such as roads and parking areas, entrance guard and fencing, etc.

The production process will be based on the know-how developed by the Italian Promoter, PIAGGIO V.E, who will also carry out the basic design and provide procurement services for the imported equipment.

The production capacity of the plant is estimated to be 5.000 vehicles/year. This value could be easily surpassed by increasing manpower and adopting an additional working shift.

The Tunisian Promoter - owner, among others, of the industrial building - will collaborate to supervise the implementation activities (civil works rehabilitation, supply and construction of locally available equipment).

Raw materials and other production inputs will be purchased in Italy and Tunisia. The acquisition of components and materials on the local market should be over $40 \%$ of the vehicle cost.

Details on the technolcgy, technology and engineering costs, equipment costs and civil engineering works are included in the following paragraphs.

### 6.2 Technology

The three-wheeler APE is being manufactured at the plant of Pontedera and the latest models APE 501 and APE 601 have reached peak levels of technological saturation with respect to product's end use and market demand. Besides a long-experimented production technology, there is the advantage that the required know-how can be readily transferred.

Moreover Piaggio boasts a significant experience in the setting-up of plant facilities abroad under licence, consequently oriented to establishing joint-venture operations with locai partners.

From this standpoint the envisaged joint-venture with SAT of Tunisia, already a commercial partner of Piaggio, does not present difficulties in organising and transferring technical and technological equipment and know-how, in order to adequately equip the plant and provide the necessary support to start-up operations.

Tunis shall consist of:
Production activity to be carried out in the plant of
consist of:

- complete assembly of pick-up and chassis (welding)by using press-drawn parts, either sourced from Italy or locally made.
- final assembly of the vehicle and paint finishing
- testing and release of vehicles.

The painting of assembled vehicle bodies will be performed after the second step in the Sousse factory in the same plant designed for the PSA vehicle painting.

The three steps are outlined in following scheme:
Tunis Plant Sousse Plant (STIA)


The production organization is particularly important. All components and materials have to be stored inside or outside the factory. Appropriate areas for storage should be envisaged. An additional covered area of 600 sq.m. should be sufficient.

### 6.3 Technology and Engineering Costs

The production technology will be provided by the Italian promoter PIAGGIO. In particular the following issues will represent its specific contribution:

- design of specific plants and production means;
- erection and start-up of the plant;
- production know-how transfer: personnel training - technical assistance - quality assurance and quality control procedures

Technical management of the production unit as well as the executive management of the whole joint-venture will be assured h; PIAGGIO personnel.

The cost of the plant design has been included in the purchasing value.

The erection, start-up and technological transfer has been estimated in 395 million of Italian lire ( 316.000 USS).

The cost of technical management will be accounted for on the joint-venture's yearly balances ( 98 million lire eq. to 125.000 USS).

### 6.4 Equipment

The plant machinery and equipment required for the project has been assessed considering piaggio's production assets in the Pontedera plant. A few modifications have been decided according to the different production conditions of the Tunis shop, but the type of equipment is basically the same of the Italian plant.

The main equipment list and relevant general specifications are indicated hereinafter, for the different sections of the project:

## PRODUCTION EQUIPMENT

- Welding section
n. 43 of spot-welding units: the spot welders will be equipped with specifically designed clamps and electrodes which could initially be supplied by Piaggio.
- Assembly section
n. some dozen sets of jigs \& fixtures for component positioning and assembling

AUXILIARY EQUIPMENT
Pressing moulds: these will remain in the Italian or Tunisian factories in which pressing operations will be performed according to production programmes.

Miscellaneous: current mechanical equipment for metal working and assembling

### 6.5 Civil Engineering Costs

The industrial complex, selected for the joint-venture production activity, is the former ISOFRIGO shop. It includes an industrial building ( 3,000 sq.m. Covered area). Adjacent to the main building is another covered area of about I,500 sq.m., used for warehouses and offices (ground floor) plus an additionai 600 sq.m. (first floor) for office use. The unbuilt area surrounding the above descrited structures is equivalent to approximately 12,000 sq.m.

There is also another small portion of 5000 sq.m. with a 2-meter high wall enclosure, already proposed for the construction of a $60 \times 20 \times 11 \mathrm{~m}$ edifice.

Up to date this industrial complex has been used for the assembly of refigerating plants. The building structures require only a limited restructuring; the lay-out relevant to the production activity of the APE 501 and the APE 601 have to be adapted to this structure, hence plant facilities have to be redesigned.

The former ISOFRIGO factory will be purchased (the estimated value is 2.000 million It. lire - 1.6 million USS ) by the Tunisian sponsor and then rented to the joint-venture ( 70 million It lire/year - 56,000/year US\$).

The engineering cost of building restructuring and general plants design are very limited and included in the general plants cost (about $10 \%$ of the total eq. to 150 million It. lire - 120,000 USS).

7 PLANT ORGANISATION AND OVERHEAD COSTS

### 7.1 Implementation phase

The Turisian Promoter will be fully involved in the Project implementation phase, in order to follow the activities, finalize all the formalities and obtain permits required to start production.

Even if a final decision on "how to implement" the Project has not been reached yet, the most probable schedule is the following:
a. The Italian sponsor will carry out the basic design and will provide the general specifications required for civil works and detailed production engineering.
b. The Tunisian and the Italian sponsors will select a local engineering and construction Firm to perform the detailed engineering and to act as Main Contractor for the implementation of the Project.
c. The Tunisian and the Italian sponsors will supervise the activities of the Main Contractor during the Plant construction Phase and wili follow the research to select, test and eventually support or train the local suppliers with the aim to have a suitable quality at the beginning of the production phase.

The construction and erection cost of machinery and equipment has been included in the estimate of investment cost tables, as well as the costruction costs of civil works.

### 7.2 Production phase

For the Production Phaso of the Project the following expenses have been taken into account:

- Parts from PIAGgio
- Parts from Tunisian suppliers
- Painting by STIA
- Rejections (mat.)
- Consumables
- Power \& Fuel
- Maintenance and Repairs - External Services
- Administration (non Labour costs)
- Marketing (non Latour costs)
- Administration (Warranty)
- Leasing of pressing dies
- Land \& Buildings hire

The relevant estimates, with particular reference to the first years of operation, have been based on PIAGGIO's direct experience in procucing the same vehicles. Parameters have been taken with reference to the Pontedera industrial accounting system and adapted to the local conditions. Energy, water and labour costs have been re-estimated on the basis of industrial production parameters (reported in API special issues or gathered among Tunisian enterprises). A specific analysis has been carried out for the following:

## * Parts from Piaggio

Several vehicle parts will be supplied by PIAGGIO including the engine and the suspension systems. Deep drawn parts and large drawn parts (front and rear panels, pick-up panels,etc.). as well as other small parts with a higher technology content are also included. This group of components corresponds to about $55 \%$ of the total vehicle cost. A second classification will be prepared after the evaluation of several Tunisian supply offers (collection under way). it is estimated that the above mentioned percentage could be lowered to 45 \% after a period of suitable assistance to the local suppliers.

* Parts from Tunisian Suppliers

At first PIAGGIO estimated local integration on overall vehicle cost to be about $45 \%$.
As above mentioned a second evaluation is under way which probably will allow an extension of this parameter to $55 \%$.
The cost of each supplied component has been considered equivalent to the one of the correspondent Italian supplier. Most probably this assumption will be confirmed by the evaluation under completion. If on one hand the Tunisian labour-cost. is lower than the Italian one, on the other hand productivity is also lower.
As far as the body painting performed at STIA is concerned, a specific price proposal of this company has been considered. The transportation cost (Tunis-Sousse-Tunis) has been calculated considering the use of trucks with trailers transporting 12 APE vehicles.

The variable industrial cost values per vehicle are summarized in the following:

It.Lire $\times 1,000$

Parts from PIAGGIO<br>Parts from Tunisian suppliers Painting by STIA Rejections (mat.) Consumables<br>Power \& Fuel<br>Maintenance $\quad 59$<br>Fance and Repairs<br>External Services Administration (Warranty)

2.188 (for Tunisian Market)

615
449
19

7
5 12

The other operational fixed costs have been determined as in the following:

* Administration and Marketing

Management will be handled by a PIAGGIO representative aided by 15 administrative staff. A total cost of 262 million It. lire has been accounted for (210,000 USS).
A yearly cost of about 300 million It. lire has been considered for marketing expenses $\{240,000$ USS).

* Leasing of pressing dies - Land \& Building Rent

The land and building cost of the factory has been fixed at 70 million It lire ( 56,000 USS) corresponding to $3.5 \%$ of the current building value. A decreasing cost of dies leasing has been foreseen in the first 5 years, according to the following plan.

Years
Land \& Build
Dies Leasing

| 1 | 2 | 3 | 4 | 5 |
| :---: | :---: | :---: | :---: | ---: |
| 70 | 70 | 70 | 70 | 70 |
| 125 | 125 | 80 | $\frac{80}{150}$ | $\frac{80}{150}$ |

8 MANPONER

The Project will employ 120 units for the different activities of the factory, according to the following scheme:

1st Year 2nd Year 3rd Year 4th Year 5thYear
Direct Norkers
Welding of Chassis \& Components

| Vehicle Final Assembly | 8 | 36 | 47 | 47 | 50 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| \& Test | 10 | 66 | 86 | 86 | 91 |
| Indirect woriers | 3 | 29 | 29 | 29 | 29 |
| TOTAL DIRECT+INDIRECT | 18 | 95 | 115 | 115 | 120 | (on shift)

The Factory management will be provided PIAGGIO, while the remaining staff and production manpower will be recruited directly by the Company.

In the area of the selected location, there is the availability of skilled labour, as well as of clerical staff and graduates, who can be adequately trained in the particular field of mechanical assembly.

The training of the production personnel will be provided by the Italian Sponsor during the implementation phase. Specific training will also be carried out under the supervision PIAGGIO's technicians at the start-up and during the first period of operation.

The relevant cost is included in the Pre-production Costs (for the expenses in local currency).

The Labour Cost has been calculated on the basis of the average yearly cost for the different categories, including gross salary, social costs, payroll taxes and other expenses to be naid by the Company.

## 9 IMPLEMENTATION SCHEDULING

## 9．1 Investment Scheduling

Project implementation will require an estimated 6－month period of time，including plant commissioning and performance tests．

During said period ali the initial investments will be realized and the required financial sources should be activated．The Total Investment Cost of the project is summarized in Table 9．1．

The implementation phase has been divided into five periods as in the following table：

1）PIAGGIO－SAT J．V．
Feasibility Study
2）Technical Docum．
Preparation
3）Local Supplying
＊Local Suppl．Selec．
＊Test of Components
＊Suppliers homolog．
＊Tech．Resolution／ Vehicle test
＊Tech．Assist．local suppl．
4）Production Means Instal．
5）Production Means Start－up．
The periods 2－4－5 will last 6 months and the corresponding operations will be carried out simultaneously．The third period will be completed 6 months later with the final technical assistance phase to local suppliers．In fact the integration with Tunisian suppliers will be developed progressively and will be completed 6 months after the production start－up．During this period components will be imported from Italian suppliers．

INVESTMENT ITEMS vs COMFAR IAPUT
Investment Item

| Investment Item | INVESTMENT ITEMS vs COMFAR IPJPUT |  |  |
| :---: | :---: | :---: | :---: |
|  | Amount COMFAR Input |  |  |
|  | （M1t．L | Heading Voice | Line no． |
| Building rehabilit． | 190 | Land | 13 |
| General Plants | 1.445 | Structures \＆civil | 15 |
| Prod．\＆Aux．Equip． | 4.296 | Plant Mach．\＆Equip． | 8，20 |
| Erection | 550 | Incorp．Fixed Ass． | 17 |
| Start－up Cost | 395 | Incorp．Fixed Ass． | 6，18 |
|  | 6.876 |  |  |

TABLE 9.1 SUMMARY OF The investment cost

|  |  | iCTAL |  |
| :---: | :---: | :---: | :---: |
| Ital:an L. (xillion) | Tunisian Oin (thousand) | Italian L . (million) | US $\$$ <br> (thousand |

1. Civil morks

- Guilding rehab.
- Stcrage rehab.

2. Mach.and Equip.

* トançing weldng unts :96
* Fixej weicing units 225
* are welarng units 95
- Fjll welting untis 90
* Fin:shing sox 5
" weld duxiliary equip. 920
- Miscellaneous $\quad 40$

3. General Services

* Air Compress. Station 170
*Weld.Un.CoolingSystem 200
- Oxygen + Acetylene 30
- Oil tanks 30
- Water netwark 35
* Heat!ng Plant 50
* Cff.Heat/Conditioning 30
* Heating Network 100
* En. Ligth. Tel.Netw. 750
- Fire fighting system $\quad 50$
$1.445 \quad 1.156$

4. Moulds

| * Moulds for steel | 750 |  | 2.350 | 1.880 |
| :---: | :---: | :---: | :---: | :---: |
| * Moulds for plastic | 1.600 |  |  |  |
|  | 2.350 |  |  |  |
| 5. Miscellaneous | 375 |  | 375 | 300 |
| 6. Erection |  | 407 | 550 | 440 |
| 7. Start-up expenses |  | 292 | 395 | 316 |
|  |  | 840 | 6.876 | 5.501 |

FINANCIAL AND ECONOMIC EVALUATION

### 10.1 Investment P1an

The partners foresee a construction period of less than one year. This time-frame is realistic considering that the site and the main building aiready exist and will be rented.

In the financial analysis the following hypothesis has been made:

- $30 \%$ of the investment in the second semester of 1992;
- 70\% of the investment in the first semester of 1993.

The total investment is 6,876 million Lit (Italian Liras, squal to 5.5 million US\$ with 1 US $\$=1,250$ Lit). This amount does not include the net working capital.

The break-down of the investment costs is the following:
(thousands Lit)
1992
2.semester l.semester

| Buildings/civil works | 57,000 | 133,000 | 190,000 |
| ---: | ---: | ---: | ---: |
| Incorporated fixed assets | 830,000 | $1,936,000$ | $2,765,000$ |
| Plant equipments | $1,176,000$ | $2,745,000$ | $3,921,000$ |
| Pre-production expenditures | 23,000 | 0 | 23,000 |
| Total | $2,086,169$ | $4,814,000$ | $6,900,000$ |

Civil and engineering works are needed to adapt the rented space to the assembly line. They include a warehouse construction and other support facilities. The full amount is in local currency.

The incorporated fixed assets are the machineries and equipments supporting the assembly line such as air compressing system and other facilities. Plant equipment specifically refer to the assembly line and include several machineries.

The pre-production capital expenditures represent interest payments on the long-term loan during the construction period.

The hypothesis of days of minimum coverage to compute working capital requirements are in the COMFAR schedules in Attachment The minimum coverage for inventory of raw materials can be estimated to be 30 days considering the short distance from Livorno, the Italian port, and Tunis and the good port facilities of the latter.

The resulting net working capital is 2,915 million Lit ( 1.4 million USS), spread over five years. It is a significant amount equal to almost $50 \%$ of fixed investments. The assembly activity of semi-finished components explains this high pereentage. In fact the low volume of products imposes to the suppliers to reduce the productiun of main parts in few batches each year. This means a significant inventory of raw materials (in the case of pre-transformed parts) and semifinished components.
10.2 Source of Finance

The partners have estimated an investment cost of 6,876 million Lit. On the contrary this amount only represents the fixed investments. If loan interest payments during construction and the working capital requirements in the first year of operation are included, the total capital outlay for the proposed project rises to 7,571 million Lit.

The source of finance envisaged by the partners are 4,000 million Lit of equity and 3,376 million in long term debt. The rest would be covered by short term financing. The long-term debt has to be covered by suitable guarantees. The company's assets have a low cautionary value (plant and equipment usually are not accepted as guarantee). For this reason, additional share-holder guarantees have to be submitied by the sponsors to the financial institutions, in order to obtain access to credit. This goes beyond the objective of this study, but suitable negotiations should be activated with Banks during the implementation phase.

Two different scenarios have been appraised with COMFAR.
Scenario 1. (Sponsor's proposal): the above-mentioned sponsors' proposal finances all plant equipments and inco porated fixed assets with permanent capitals. The financing conditions are those of Tunisian commercial banks for loans in US S, i.e. $11 \%$ interest rate, an 8 -year repayment schedule with 2 year grace period for long terin debt and $14 \%$ interest rate for overdraft.

Scenario 2: PIAGGIO would apply for a soft loan through the Italian Cooperation Fund to Tunisia. The financing conditions of the long-term loan are an interest rate of $4.75 \%$ (excluding the foreign exchange risk), a 10 -year repayment schedule with 4 -year grace period. The overdraft interest remains at $14 \%$.

### 10.3 Total Production Costs

As computed by COMFAR, the total production costs will amount to over 18,000 million Lit ( 14.4 miliion USS) from 1997 when full production capacity is reached. The COMFAR schedules in Attachmert give details of these costs.

The reported raw materials are actually parts and components imported from Piaggio or obtained from local suppliers. The partners have established preliminary contacts with local suppliers in order to reach from the outset a minimum of $40 \%$ of local content. This threshold is required to commercialize the three-wheelers in the Maghreb area benefiting of reduced import taxes. Also included in the raw materials are the painting of components sub-contracted to STIA 2, a local company.

The PIAGGIO's moulds used for the pressing of large panels will be leased to the joint venture. The proposed leasing plan (125 million Liras for the first two years and 80 million Liras for the remaining period) can considered acceptable.

COMFAR has computed the annual depreciation at 400 million lit based on a depreciation time frame of 15 years for the assembly line and 20 years for incorporated fixed assets and for civil works.

### 10.4 Sales Revenues and Net Income Statement

As explained in Chapter 3, the joint-venture will assemble two models of APE Piaggio, i.e. MP601 and MP501. In the financial evaluation four products have been considered to distinguish the alternative commercialization policies devised to penetrae different markets.

The MP601 will be sold in Tunisia, in the Maghreb area and in other African countries. Piaggio will buy back the MP501. In the following table the forseen sale programme is reported:

(1) Spare parts have been accounted as vehicle quotas

Different costs allocation and price policy have been decided according to PIAGGIO's accounting system. The following table sumarizes the different Gross Contribution per unit.

| (million Lit) | Variable <br> Costs <br> per unit* | Ex-work <br> price <br> per unit | Gross <br> Contribution <br> per unit |
| :--- | :---: | :---: | :---: |
| a. APE MP601 <br> for Tunisia | 3.358 | 4.319 | 0.960 |
| b. APE MP601 <br> for Maghreb | 3.076 | 4.259 | 1.183 |
| c. APE MP601 <br> for other Africa | 3.076 | 3.500 | 0.409 |
| d. APE MP501 <br> for Italy | 2.706 | 2.709 | 0.000 |
| e. SPARE PARTS | 3.076 | 5.962 | 2.886 |

* Labour costs are not included

Gross sales revenues are 21,666 million Lit (17,3 million USS) at full production capacity of 5,000 units per year. In terms of foreign currency earnirig, only the units exported outside the Maghreb
area produce a net inflow. In fact sales of local products within Maghreb are settled in local currency on the basis of trade compensation agreements among member countries.

In Scenario 1, the net income statement shows a gross loss in 1993 of 1,491 million Lit. The fixed costs component represents a heavy burden in 1993, the first year of operation with a capacity utilization of only $17.1 \%$. In 1993 the resulting operating margin is negative.

The first gross profit is in 1994. In 1997, the fifth year of operation, the gross profit rises to over 3.500 million Lit. equal to $15 \%$ of total sales. The profit peaks only in 2061 where it is $17.4 \%$ of total sales. The main reason for this slow performance is that the project requires a relatively long period to attain full production capacity, namely five years. In 1993, first year of production, only 17.1\% of the final production level is reached. This is due not to technical problems but to the need to establish a well-spread cormercial network in the Maghreb.

In Scenario 2 the cost of finance is reduced with a quicker time frame of profit making. In absolute terms the yearly profitability of the joint-venture has not been significantly modified because the tax imposition ( $35 \%$ of gross profit) has pratically absorbed the resulting margin.

### 10.5 Cash Flow Tables and Projected Balance Sheet

The COMFAR cash-flow tables show that the project in Scenario 1 maintains a positive cummulated cash balance in each year, assuring a continuous operation program.

It should be, nevertheless, noticed that there is a
constant cash deficit of foreign currency for the all project life. currency. In the event of local currency devaluation or imposed exchange restrictions, such cash structure could reduce the financial resources of the joint-venture.

Taking in consideration the cumulated net cash-flow (defined as net profit plus financial costs and depreciation), the project pay-back period is 5 years. This confirms the slow operational performance of the project.

In the projected balance sheet the dependence of the joint-venture on short term financing is at its peak in 1994 with an overdraft exposure of 2.433 million Lit. can be observed. If bank overdraft and current liabilities are summed up, they represent $42 \%$ of total liabilities in 1994.

The new financial scheme in Scenario 2 reduces the project's reliance on short term financing. The overdrait is reduced to 2,317 million Lit from 3,359 million in Scenario 1 with a better distribution of total liabilities between short and long term components is therefore achieved.

### 10.6 Financial Ratios and Project Profitability

The total invested capital outlay is $6,90 \mathrm{C}$ million Lit. The equity is 4.000 million Lit., resulting in a satisfactory equity/total/debt ratio of 0.45 in the most critical year (1994).

From COMFAR cash-flow tables the debt service coverage ratio can be computed, i.e. the capability of the joint-venture to generate enough cash before tax to service repayment of principals and interests.

In Scenario 1 in 1996, the fourth year of production, the ratio is only 1.33. In 1997, first year of full capacity utilization, the ratio reaches a satisfactory value of 3.16 .

In 1994, the ratio of current assets to current liabilities is 1.71 but falls down to 0.95 if the bank overdraft is included in the liabilities. In 1996, when the overdraft disappears, the ratio improves to a satisfactory 1.85.

All these liquidity ratios point to the risk that, in case of a fall in cash generation in the start-up period, the project could not meet the debt obligations from its own resources.

The break-even point of the project is reached with $50 \%$ of the production capacity in 1997. This low percentage is a sign of good operational performance of the project once it has reached full production capacity.

In terms of project profitability, COMFAR has computed the following values for Scenario 1 :

| IRR(Internal Rate of Return <br> on Total Investment) | $23.2 \%$ |
| :--- | :--- | :--- |
| NPV(Net Present Value on <br> Total Investment at $16 \%$ ) | $\mathbf{3 . 5 0 0}$ million Lit |
| IRRI (Internal Rate of Return |  |
| on Equity) | $28.55 \%$ |
| NPVI (Net Present Value on |  |
| on equity at $16 \%$ ) | 4,000 million Lit |

From a strictly industrial point of view, these results appear quite good fer an assembly activity. Besides the IRR of the project is higher than the current international financial interests in Tunisia making the joint-venture attracting to partners.

Scenario 2 improves the liquidity of the joint-venture. The first significant cash surplus is reached in 1996, one year before than in Scenario 1 . The ratio of current assets to current liabilities (including in the latter the bank overdraft) improves and reaches a value of 1,03 already in 1994. It is 2.20 in 1996. The new financial scheme also reduce the risk that the joint-venture could not meet its debt service obligations.

Scenario 2 has the following cash-flow discounting results:

| IRR(Internal Rate of Return <br> on Total Investment) | $23.04 \%$ |
| :--- | :--- |
| NPV(Net Present Value on <br> Total Investment at $16 \%$ ) | 3,400 million Lit |
| iRRI (Internal Rate of Return |  |
| on Equity) | $31.35 \%$ |
| NPVI (Net Present Value on | 4,600 million Lit |

### 10.7 Sensitivity Analysis

 evaluated. The influence of two kinds of variables have been d- The integration degree of local supplier $\left({ }^{1}\right)$ A $45 \%$ integration has been considered to be realistic. Further evaluations pointed out the possibility of raising this value up to $55 \%$. However in the base-case a $40 \%$ value has been assumed.
- The ratio between the average cost of components locally supplied and the same ones purchased in Italy. In the base-case this ratio has been assumed equal to 1. Considering that the base shows a sufficiently high IRR (IRR = 23.2\%), ratios inferior to 1 have been calculated. On the contrary oniy a coefficient of 1.2 has been applied to the Tunisian suppliers in all three hypotheses of integration degrees.
${ }^{1}$ The value of components locally supplied with respect to the whoie vehicle cost.
k


The results obtained show that when local integration is high, an IRR of $12 \%$ (just at the limit of acceptability) with cost ratios higher than 1.5.

Maintaining the degree of integration at $40 \%$ (the minimum required for the tax exemption is the Maghreb area), the IRR still remains acceptable also for 1.5 cost ratio.

Given the positive effect on project currency balance of high degrees of integration, it is demonstrated that the Tunisian suppliers cost should not exceed $1.2 / 1.3$ times the italian one to maintain reasonable profitability.

## 11 PROJECT PROMOTERS

## ll.1 The Italian Sponsor

PIAGGIO is an Italian industrial company well-known world-wide as manufacturer of scooters and is leader in the sector of transportation three wheeler vehicles.

PIAGGIO has a long history of innovation and industrial records; "Vespa" - the first scooter - was designed on the basis of aereonautical know-how and technology about half a century ago. Aeronautical production still remains an important branch of PIAGGIO Group activity.

After the VESPA (still in production), the three wheeler vehicles (APE) gained a large success on the Italian market during the '60s. These vehicles have also been appreciated in other countries, especially on the Asian continent. In India they are very popular as taxi cabs.

APE vehicles have been in production during the '70s and '80s in Pontedera nain factory, reaching a rate of 30.000 units/year.

The company has a large experience on foreign markets. Collaboration agreements hive been established in India, Indonesia and many other countries for vehicle production and districution.

At present PIAGGIO Group property is shared among Pizggio family members, Fiat owners and other private partner:

The company's management is dynamically transforming PIAGCIO's line of activity. Scooter production has been boosted with new models, (recently launched the JFERA Scooter) to counterbalance the Japanese penetration on world markets. At the same time collatioration agreements have been established with a Japanese firm for the production and distribution of transfortation vehicles.

The Joint-venture project in Tunisia is part of a far-seeing strategical plan to penetrate the North African mar ret.

The economic and financial performarce during the last two years is positive as demonstraled by the following tables:

PIAGGI0 (Values in billions of Italian Liras)

| ASSETS | LIABILTIES |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1989 | 1990 |  | 1989 | 1990 |
| Net Fixed Assets Shares Current Assests | 147 | 144 | Equity | 97 | 137 |
|  | 50 | 59 | Reserves |  | 8 |
|  | 357 | 437 | Net Profit | 14 | 15 |
|  | 554 | 640 | Net Capital | 111 | 160 |
|  |  |  | Debts <br> Long-term Liab. <br> Current Liab. | $\begin{array}{r} 46 \\ 126 \\ 271 \end{array}$ | 58 139 283 |
|  |  |  |  | 554 | 640 |
| Turn-Over | 777 | 874 |  |  |  |
| Net Profit | 14,30 | 15,30 |  |  |  |

### 11.2 The Tunisian Sponsor

SAT (Sociéte d'Automobiles Triporteurs) is PIAGGIO's partner for the APE vehicles distribution in Tunisia since... This company is a member of the STA HOLDING, a group of firms established by the ownwer Mr . Sta. The structure of this holding is represented in the following table:

STA HOLDING COMPANIES

- GCN - Gr.Carrieres Nord
- MAGHREB TRANSPORT
- SAT (Scc.Al.t.Triport.)
- Jugurtha manutention
- SIG (Syst.Inf.Gest.)
- TECHNICLIM.
- NAFRINVEST: (N.Afr.Inv.)
- Jugurtha stijiies
- PROMOTOURISME
- MEDASIA (Med./AsianCo.)
- JUGURTHA Trad.Shipo.Co
- META (Maghr. Electr.Aut.)
- TUNISIE IMMOBILIERE

Mining production ( $8.000 \mathrm{t} / \mathrm{day}$ )
National and International transp. (trucks)
Three wheeler vehicles assembling and trade Maintenance, after sale service for SAT
Computer jystems trading
Air conditioners and home heaters trading Agro-industry Studies and Consulting Industrial Engineering
Tourism Promotion
International Trade
International Shipping
Electric Equipment Trading
Land and Building sale and acquisition

El Other activities of the STA HOLDING include hotel trading (Hotel El KSAR in Sousse), agro-industry (oil refineries) and agriculture.

The economical and financial situation of the Group has not been investigated as no consolidated financial statement has been prepared. The group employs globally about 1,500 people. The specific data regarding SAT are reported in the table at the end of the paragraph.

The Tunisian partner is interested in developing the Group's activity in the industrial field. The Group's primary activity is well represented (mining, agriculture), as well as the service one (transportation, trade and engineering). The development of an industrial branch is consequently a factor of equilibrium and is on line with the present industrial development of Tunisia.

This could explain the high investment that the owner is going to finance directly or indirectly ( $65 \%$ of the joint venture equity plus 2 million US $S$ for the industrial building acquisition). On the other hand the Group will receive an important technological and production know-how.

SAT (Values in millions of Italian liras)

ASSETS

|  | 1989 | 1990 |  | 1989 | 1990 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Net Fixed Assets Inventory Current Assests | 170 | 119 | Equity | 195 | 195 |
|  | 443 | 79 | Reserves | 88 | 92 |
|  | 186 | 487 |  | --- |  |
|  |  | ---- | Net Capital | 283 | 287 |
|  | 799 | 685 |  |  |  |
|  |  |  | Debts <br> Net Profit | 512 4 | 398 |
|  |  |  |  | 799 | --- |
| Turn-Over | 385 | 448 |  |  |  |
| Operative Margin | 105 | 49 |  |  |  |
| Net Profit | 6 | 5 |  |  |  |



ATTACHMENT 1
COMFAR TABLES - SCENARIO 1
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ATTACHMENT 2
COMFAR TABLES - SCENARIO 2





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Artachment 3
LIST OF COMPONENTS - ASSEMBLY SKETCHES


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depurador aire



ATTACHMENT 4
LIST OF VISITED LOCAL SUPPLIERS

RIELIERS REUNIS

1. GENERAL: "Ateliers Reunis" is a limited Company (Societé Anonyme à Responsabilite Limitée) - Equity: 350.000 DT - Address: Choutrana/Tunis Nord 12036 La Soukra - Tel. 765095 - Fax. 764560
2. FIRM'S ACTIVITY: Production of bolts, nuts, screws and rivets. Other small mechanical items like washers are also produced. Products are in accordance with European standards.
3. PLANTS AND EQUIPHENT: A dozen of modern wire-drawing machines are available in the firm shop.
4. ORGANIZATION: No particular information has been collected on organizational schemes. The quantity and quality of products to be supplied do not require special working organization.
5. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: "Ateiiers Reunis" has a medium quality product range, suitable plants and sufficient know-how to produce the most part of nuts and bolts for SAT-APE. An initial assistance for product and quality setting-up seems however necessary.

ECHAPPEMENTS INDUSTRIELS

1. GENERAL: "Echappement Industriel" is a limited company. Address: KM 13 - Industrial Zone Tunis - Tel. 48281! - Telex 16054
2. FIRM'S ACTIVITY: Manufacturing of mufflers and exhaust pipes. The production covers the whole range of vehicles circulating in Tunisia. The produced components are suitable both for new vehicle components and for spare parts.
3. PLANTS AND EQUIPMENT: Equipment for sheet working (cutting, rolling, surface treating, holing and spot welding) are available.
4. ORGANIZATION: Shop lay-out and organizational schemes seem suitable for the foreseen production.
5. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: Firm's products are at the normal standard foreseen by European vehicle manufacturers. No problem for APE components manufacturing.
6. GENERAL: "HYDROMECA" is a private company with an Eguity of 700.000 DT Address: Industrial Zone Charguia - 2 Rue $n$. 14-Tunis Tel 787422 - 789490 - Fax 786252 - Telex 13056
7. FIRH'S ACTIVITY: Manufacturing of hydraulic jacks for bucket and semi bucket, axial pistons, gears, pumps. Metal working and surface treating is also performed.
8. PLANTS AND EQUIPMENT: The shop is equipped with high quality machinery suitable for precision metal working (numerical control lather). A Chromium plating line is available. A dimension and quality control laboratory is present.
9. ORGANIZATION: The high quality of products is supported by adeguate organization and quality assurance procedures. The shop is clean, the lay-out is efficient.
10. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: The firm has been visited as a possible supplier of small mechanical parts and eventually of more relevant parts, such as engine components or suspensions. As the HYDROMECA production is highly specialized, APE components could not easily be included in the product range. However the firm's know-how is good and specific agreement could be reached, in a more advanced phase of integration.

## PLASTIQUE (CORPS CREUX)

1. GENERAL: "Plastique - Corps Creux" is a limited company. Address: Rue La Roussi Hateded 23 - Magrine - Tel. 295719-Telex 16054
2. FIRM'S ACTIVITY: Production of a large range of hollow plastic items starting from small bottles and vessels for cosmetics to cylindrical liquid reservaires of 50 litres.
3. PLANTS AND EQUIPMENT: Both mâin technologies for plastic shaping are applied: "roll-shaping" and "blow-shaping". A set of several plants differently sized are available among which some automatically performing.
4. ORGANIZATION: Quality product is suitable to the required standard. No information were available for organization and productivity analysis.
5. FIRH'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: The firm is not particilarly specialized for automotive components manufacturing and has been chosen to test the suitability of the average Tunisian producer of plastic components. Several small parts, such as small tanks, cylindrical bodies, cups, etc. could easily be realized by this type firm.

## RESSORTS TUNISIENS

1. GENERAL: "Ressorts Tunisiens" is a limited company. Address: Industrial Zone Charguia - Tel. 786218 - Fax 782401
2. FIRH'S ACTIVITY: Springs and elastic component production
3. PLANTS AND EQUIPMENT/ORGANIZATION: The visit has been limited to the comercial office. Product samples have been examined.
4. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: The collected information is not sufficient to evaluate the firm's suitability to supply the joint-venture.

## STAMINOX

1. GENERAL: Staminox is a private company with a hundred of workers. Address: Rue de Textil/Tunis Zone Industriale 2033 Megrine -Tel.299611-telex 13934 TPR
2. FIRM'S ACTIVITY: Production of pots and other kitchen utensils for domestic and public restauration (hotels and restaurants). Specific sheet working (cutting, bending, surface polishing, urawing and redrawing, welding) is also possible for third parties.
3. PLANTS AND EQUIPMENT: A set uf pressing units are available for sheet drawing: 4 mechanical eccentric presses $(20 \mathrm{t}, 60 \mathrm{t}, 2 \times 120$ t) - 3 mechanical presses ( 150 t ) - 2 oledynamic presses ( 300 t ). Up to 50 cm of depth on steel or al uminium plate for cylindricai pots manufacturing (approximately 30 cm of diameter) are rea!ized with such pressing equipment. Several tool working nachines are available, such as lathes, cutters, surface treating and polishing units, welding machines.
4. ORGANIZATION: The poor space inside the firm shop has penalized the lay-cut rationality. The production scheme seems confused and not well organized. Single production blocks are however efficient with an accurate manpower employment. The possibility to work for third partics is indeed limited.
5. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: The available pressing power is not suitable for the drawing of the APE main parts; dimensions and depths to be reached are excessive. However some small pieces (for example oil and fuel tanks) could be manufactured and some sub-working operations as sheet cutting and polishing could be realized. With regards the insufficient work space, shop expansion should be foreseen in this case. A real strong point of Staminox is connected to its proximity to the future SAT shop.

## COMFORT AUTOMOBILE

1. GENERAL: "Comfort Automobile" is a limited company. Address: Route de M'Saken - $40 i 3$ Messadine (Sousse) - Tel. 3377 - Telex 30640
2. FIRM'S ACTIVITY: Production of vehicle interiors: door and roof panels, upholsiery for vehicle seats, carpeting, moquettes, etc.
3. PLANTS AND ECUIPMENT: A complete set for plastic and cloth sheets cutting, shaping, sewing and streaming for joints of plastic sheet to plastic panel is also available.
4. ORGANIZATION: The working activity is not performed in a single industrial building but in several distinct bodies, part of which are originally designed for civil use. The lay-out and production cycle is consequently very confused. The labour organization is indeed very accurate and efficient.
5. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: Company's strong point is its experience in supplying car-panels to STIA. The quality of products is in accordance with European standards. No problem to supply SAT vehicle.


#### Abstract

STIA 2 1. GENERAL: "STIA 2 " is a private limited company. Address: Industrial Zone of Sousse


2. FIRM'S ACIIVITY: Assembly of sedan-cars and trucks. The APE-PIAGGIO vehicies commercialized by SAT ( $50-100$ year) are also assembled by STIA. Before 1985 Citroen-VISA, Renault R5 and 205 were assembled with a production capacity of 5.000 vehicles /year. In the seconci half of 1980, the economic crisis of Maghreb discouraged the manufacturing of these models. Presently only some hundreds of RENAULT trucks are assembled, starting from the
imported classic.
3. PLANTS AND EQUIPMENT: The shop is equipped for the complete vehicle assembly starting from the imported CKD. 5 assembly lines are installed and, due to an overdimensioning of the shop, a large space is available for further expansion. The painting line is an efficient and modern plant suitable to assure a good quality standard. This line the only one existing in Tunisia and will be used for the painting of the SAT production.
4. ORGANIZATION: The operational activity is presently reduced but the company has the organizational know-how for a large vehicle production.
5. FIRM'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: STIA is the present assembler of APE vehicles. In the future body painting will still be executed in the firm shop. The choice of shifting the vehicle assembly in Tunis is dictated by marketing reasons.

STJ

1. GENERAL: "STJ - Sociéte Tunisienne de Jantes" is a limited company with an equity of 455,000 dinar, employing 50 workers. Address: Route d'Akouda 4021 Kalaa Seghira - Sousse - Tel. 31466 -
Telex. 30776
2. FIRM'S ACTIVITY: Production of automotive components: exaust pipes, fuel and oil tanks. Production is addressed to SiIA vehicles and is presently limited. For these reasons STJ has less work and a good part of the production plant is unutilized.
3. PLANTS AND EQUIPMENT: STJ has a new and efficient equipment for
sheet drawing, rolling, holing, spot and flash welding. A 600 t
single effect press is avalable as well as an allomatic plate
bending and welding plant for wheel rims.
4. ORGANIZATION: The shop is large and rationally organized. The
lay-out is efficient.
5. PLANTS AND EQUIPMENT: STJ has a new and efficient equipment for
sheet drawing, rolling, holing, spot and flash welding. A 600 t
single effect press is avalable as well as an allomatic plate
bending and welding plant for wheel rims.
6. ORGANIZATION: The shop is large and rationally organized. The
lay-out is efficient.
7. PLANTS AND EQUIPMENT: STJ has a new and efficient equipment for
sheet drawing, rolling, holing, spot and flash welding. A 600 t
single effect press is avalable as well as an allomatic plate
bending and welding plant for wheel rims.
8. ORGANIZATION: The shop is large and rationally organized. The
lay-out is efficient.
9. PLANTS AND EQUIPMENT: STJ has a new and efficient equipment for
sheet drawing, rolling, holing, spot and flash welding. A 600 t
single effect press is avalable as well as an allomatic plate
bending and welding plant for wheel rims.
10. ORGANIZATION: The shop is large and rationally organized. The
lay-out is efficient.
11. PLANTS AND EQUIPMENT: STJ has a new and efficient equipment for
sheet drawing, rolling, holing, spot and flash welding. A 600 t
single effect press is avalable as well as an allomatic plate
bending and welding plant for wheel rims.
12. ORGANIZATION: The shop is large and rationally organized. The
lay-out is efficient.
13. PLANTS AND EQUIPMENT: STJ has a new and efficient equipment for
sheet drawing, rolling, holing, spot and flash welding. A 600 t
single effect press is avalable as well as an allomatic plate
bending and welding plant for wheel rims.
14. ORGANIZATION: The shop is large and rationally organized. The
lay-out is efficient.
15. FIRY'S SUITABILITY TO SUPPLY PIAGGIO/SAT JOINT-VENTURE: STJ is already qualified for supplying European vehicles. The present weakness seems to be in the reduced activity that could affect the firms soundness in the near future.

## Iunisian companies considered as possible suppliers

- S.T.J. - Société Tunisienne des Jantes Route d'Akunda 4021 Kalaa Seghiro - Sousse Te]. 03-31466 Telex 30776
- staminox

Rue du Textile Z.I. 2033 Megrine Tel. 299611/940

- S.G.I. - Socièté Générale Industrielle Route de Sousse km 3,2 Djebel Djellone 1009 El Quendia
Tel. 495700
Telex 15.248 Gindus
- La Confort S.A.

Bir E: Kamaà 2013 Ben Anors Tunis
Tel. 383326
Telex 13734

- Magriplast

23 Aeroport Ariavia
BP 53.1080 CEAEX
Tel. 718284
Fax 719322

- Les Ateliers Reunis

Chountrana - Tunis Nord 寝
2036 La Soukra
Tel. 765095
Fax 764550

- Tunisie Ressort
2.I. Charguia I Rue 8600 n. 58

Tel. 286882
Fax 216.1.782401

- SEPIM S.A.

20-22 Avenue Tareb Mahiri - 2014 Megrine - Tunisia
Tel. 297794
Telex 14915
Fax 297923

- SOCOMENA - S.té Tunisienne de Constructions et de Réparations Mécaniques et Navales BP 10 Meuzel Bourguiba
Tel. 02/60554
Telex 21016
- Manifacture Tunisienne de Bullonerie MATUBO 21-7080 Meural Jemil - Biserte

Tel. 02/40175/40869
Fax 02/40815

- A.C.M.G. - Ateliers de Constructions Métalliques et Maintenance de Gabes
PB 84 GABES
Te]. 05/22900/72200
Telex 40976
- A.M.I. - Les Ateliers Mecaniques Industriels Route de l'Aeroport - Qued Chaabouri - 3071 SFAX Tel. 04/43841
Telex 40793
- SACEM - Société de Constructions Electromecaniques
Z.I. Charguia 2035 Tunisi

Tel. 110033
Telex 15142

- Le Contehone Industrielle de Tunisi
2.J. 2015 Le Knam

Tel. 730536
Telex 15087

- Tecnoverre

4 Rue de Marseille - Tunisi

- Confort Auto Car

Route de M' Saken
4013 Messadine (Tunisia)
Tel. 03/58014
Telex 30640/33277

- Maghreb Commandes

128 Av. de la Republique
8020 Soliman - Tunisia
Te?. 01/430240
Telex 01/430640

- Plastic Tunisie

Rue Laroussi Hateded 23 Megrine
Tel. 295719
Telex 16054

- MECAFLEX
km 13 Zone Industrielle d'Er Zabra 2034 BP n. 13
Tel. 01/482811
Telex 13180
- Tunisie Flexible

Rue n. 13 Cherguia Tunis

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ATTACHMENT 5
INDUSTRIAL BUILDING


1. The external area of the factory. In this place a storage facility for base material, semifinished and finished vehicles will be realised.

2. The picture shows the covered building extentions realised on the side of the main industrial building. They are presently used as auxiliary equipment storage.
The windows of the front and ihose immediately after the corner correspond to the office area.

## industrial factory of piaggio - sat joint - venture

Pictures of the internai area of the industrial building; The present ISOFRIGO assembling - line (for refrigerated plants) is shown.


## IUNISIAN SUPPLIERS OF THE PIAGGIO - SAT JOINT - VENTURE

The following pictures show the production plants of the best organised potential suppliers, among those visited.


1. Hydromeca - shop

- Tunis


2. STJ - shop - Sousse


3. Les Ateliers Reunis - Shop - Tunis

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## ATTACHMENT 6



1. Ape 50:


2. Pick-up transportation vehicle.(In the picture an ISUZU model)

3. Four-wheeler, small vehicle for transportation. (In the picture a special SUZUKI model).

4. Local-produced four-wheeler, small vehicle for transportation. (in the picture a King Car model).


Uno Secmath dal Gruppo(n)
00187 ROMA - Vi Sicilla. 06 - Telt (O6) 44.57 .341 - Telefax (00) 44.57 .077 - Tetex 820460 20121 MILANO - Via Sencio. 7- Tel. (02) 7951.98 - 76023625 - 76022526 - Telefox (O2) 781280 1050 BRUXELLES - Avenue Louise. 326 - Bte 46 - Tel. (00322) 64.04500 - Tx: 23419 IMIBRUX

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