

**PROFILE ON THE PRODUCTION OF  
METALLIC SANITARY FIXTURES**

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## **I. SUMMARY**

This profile envisages the establishment of a plant for the production of metallic sanitary fixtures with a capacity of 600 tons per annum. Metallic sanitary fixtures are fixtures used in bath rooms and kitchens to control the flow of water in the same way as plastic sanitary fixtures.

The country's requirement of metallic sanitary fixtures is met through import. The present (2012) demand for metallic sanitary fixtures is estimated at 1,577 tons. The demand for the product is projected to reach 2,540 tons and 5,446 tons by the years 2017 and 2025, respectively.

The principal raw materials required are aluminum alloy ingots/scraps, brass ingots and scrapes, steel rods, seals and gasket and electroplating chemicals, which all have to be imported.

The total investment cost of the project including working capital is estimated at Birr 13.55 million. From the total investment cost the highest share (Birr 9.29 million or 68.56%) is accounted by fixed investment cost followed by initial working capital (Birr 2.93 million or 21.65%) and pre operation cost (Birr 1.32 million or 9.79%). From the total investment cost Birr 2.33 million or 17.19% is required in foreign currency.

The project is financially viable with an internal rate of return (IRR) of 32.24% and a net present value (NPV) of Birr 16.82 million discounted at 10%.

The project can create employment for 22 persons. The establishment of such factory will have a foreign exchange saving effect to the country by substituting the current imports. The project will also create forward linkage with the construction sector and also generates income for the Government in terms of tax revenue and payroll tax.

## **II. PRODUCT DESCRIPTION AND APPLICATION**

Metallic sanitary fixtures are fixtures used in bath rooms and kitchens usually made from copper or alloys of copper like brass or sometimes from stainless steel or from plated cast iron that serve to control the flow of water in the same way as plastic sanitary fixtures. Metallic sanitary fixtures made from stainless steel are very durable, resistant to corrosion, able to

withstand shock and vibration and light in weight. Metallic sanitary fixtures being easy to clean & sterilize, they are commonly used on bedside toiletries near hospital beds for patients. They are also fixed on mobile houses and offices in kitchens and toiletries as they are able to withstand vibrations .This project mainly considers the fixtures made from cast brass and aluminum ingots.

### **III. MARKET STUDY AND PLANT CAPACITY**

#### **A. MARKET STUDY**

##### **1. Past Supply and Present Demand**

The country's requirement of metallic sanitary ware is supplied through import. The quantity of the product imported annually during the period 2002 - 2011 is presented in Table 3.1.

**Table 3.1**  
**IMPORT OF METALLIC SANITARY WARE (TON)**

| <b>Year</b> | <b>Import</b> |
|-------------|---------------|
| 2002        | 244           |
| 2003        | 411           |
| 2004        | 926           |
| 2005        | 593           |
| 2006        | 1,005         |
| 2007        | 1,379         |
| 2008        | 1,438         |
| 2009        | 1,888         |
| 2010        | 1,538         |
| 2011        | 1,306         |

*Source: Ethiopian Revenue and Customs Authority.*

As can be seen from Table 3.1, import of metallic sanitary ware fluctuates from year to year. However, a general growth trend can be observed. The yearly average quantity imported during the period 2003-2005 was around 643 tons. But during the period 2006 - 2008 and 2009 - 2011 the average amount supplied to the market has increased to about 1,274tons and 1,577 tons, respectively.

In estimating the present demand for the product it is assumed that the recent three years average (2008 – 2011) is a reasonable approximate of current level of demand. Accordingly, current (2012) demand is estimated at about 1,577 tones.

## **2. Demand Forecast**

The demand for metallic sanitary ware is directly related with the growth in the construction sector in general and the housing construction sub sector in particular which in turn depends on the overall economic development of the country.

The construction sector of the country has undergone tremendous changes and development in recent years. The contribution of the construction sector to the GDP during the period 2001 – 2010 have been growing at annual average growth rate of 13 percent which is above the average annual growth rate of real GDP during the period under consideration (11.4 %), indicating a rise in the share of the construction sector within the overall economy. Moreover, during the GTP period (2010 – 2015), the construction sector is expected to grow at annual average growth rate of 20%.

On the other hand among the factors that influence the demand for metallic sanitary ware one of the critical factor is identified to be economic growth leading to growth of the construction sector. According to the government's "Growth and Transformation Plan" during the period 2010 – 2015 the GDP of the country is expected to grow at a minimum average annual growth rate of 11.2%.

Accordingly, based on the above discussion and in order to be conservative a growth rate of 10% which is slightly lower than the expected growth rate of the country's GDP during the GTP period (2011 – 2015) is used.

Based on the above assumption and using the estimated present demand as a base the projected demand for wood screw and rivets is shown in Table 3.2.

**Table 3.2**  
**FORECASTED DEMAND (TONS)**

| <b>Year</b> | <b>Projected Demand</b> |
|-------------|-------------------------|
| 2013        | 1,735                   |
| 2014        | 1,909                   |
| 2015        | 2,100                   |
| 2016        | 2,310                   |
| 2017        | 2,540                   |
| 2018        | 2,795                   |
| 2019        | 3,074                   |
| 2020        | 3,381                   |
| 2021        | 3,719                   |
| 2022        | 4,091                   |
| 2023        | 4,501                   |
| 2024        | 4,951                   |
| 2025        | 5,446                   |

### **3. Pricing and Distribution**

The prices of metallic sanitary ware vary according to the type. The average CIF price of the product in the recent two years (2010 and 2011) is Birr 25,125 per ton. Allowing 30% for import duty and other clearing expenses, the factory gate price of the envisaged plant is estimate at Birr 32,663 per ton.

Currently the product is distributed mainly through building materials shops. The envisage plant can also use the existing building materials shops or establish own distribution centers in major urban areas.

## **B. PLANT CAPACITY AND PRODUCTION PROGRAM**

### **1. Plant Capacity**

By considering the market study and the available minimum economies of scale, a plant with a capacity to produce 600 tones of sanitary fixtures per annum on a single shift basis is selected.

## **2. Production Program**

Considering the production process involved and the time required for technical skill development and market penetration the plant is assumed to reach at full capacity operation in the third year and then after. During the first and second years it will operate at 75% and 85% of its installed capacity (see Table 3.3).

**Table 3.3**

### **ANNUAL PRODUCTION PROGRAM**

| <b>Type of product</b>         | <b>Year 1</b> | <b>Year 2</b> | <b>Year 3</b> |
|--------------------------------|---------------|---------------|---------------|
| <b>Sanitary fixtures(Ton )</b> | 450           | 510           | 600           |
| <b>Capacity %</b>              | 75            | 85            | 100           |

## **IV. RAW MATERIAL AND INPUTS**

### **A. RAW AND AUXILIARY MATERIALS**

The required raw materials for the production of metallic sanitary fixtures aluminum alloy ingots/scraps, brass ingots and scrapes, steel roads, seals and gasket and electroplating chemicals, which all have to be imported. The total cost of raw material is birr 12,088,000. The detail is listed on Table 4.1.

**Table 4.1**

**ANNUAL RAW MATERIALS REQUIREMENT AND COST ( in 000 Birr)**

| Sr. No. | Raw Materials  | Annual input |          | Unit Cost     |              | Total Cost    |
|---------|--|--------------|----------|---------------|--------------|---------------|
|         |  | Units        | Quantity | F.C           | L.C          | Total         |
| 1       | Aluminum alloy ingots/scraps                         | Tons         | 565      | 12            | -            | 6,780         |
| 2       | Brass ingots and scraps                              | Tons         | 32       | 60            | -            | 1,920         |
| 3       | Steel roads  | Tons         | 10       | 25            | -            | 250           |
| 4       | Furnace oil  | Mt.Cu.       | 300      | 14            | -            | 720           |
| 5       | Screws   | Tons         | 0.6      | 1.0           | -            | 0.6           |
| 6       | Seals and Gaskets                                    | Tons         | 1.0      | 2             | -            | 2.0           |
| 7       | Electroplating Chemicals                             | Kg.          | 4.0      | 100           | -            | 400           |
|         | <b>Total FOB</b>                                     | -            | -        | <b>10,073</b> | -            | <b>10,073</b> |
| 8       | Duty, bank charge, inland transport etc (20% of FOB) | -            | -        | -             | 2,015        | 2,015         |
|         | <b>Grand - Total</b>                                 |              |          | <b>10,073</b> | <b>2,015</b> | <b>12,088</b> |

**B. UTILITIES**

Electricity and water are the major utilities required by the plant. Annual cost of utilities is estimated at Birr 72,456. The quantity required and corresponding cost at full capacity operation is indicated in Table 4.2.

**Table 4.2**

**ANNUAL UTILITY REQUIREMENTS AND COST**

| Sr. No. | Utility      | Unit       | Quantity | Cost (Birr)   |
|---------|--------------|------------|----------|---------------|
| 1       | Electricity  | kWh.       | 100,000  | 57,956        |
| 2       | Water        | Meter cube | 1,450    | 14,500        |
|         | <b>Total</b> |            |          | <b>72,456</b> |



## **V. TECHNOLOGY AND ENGINEERING**

### **A. TECHNOLOGY**

#### **1. Process Description**

The brass castings are melted in the oil fired crucible furnace; they are molded in the permanent steel moulds to take the desired shapes of the products. The final products are machined on special purpose capstan and turning lathes. Thread is also formed on the proper parts of the fittings.

The handles and some parts of the fittings are also produced by the pressure die casting machine using aluminum ingots. The final shaped products are polished ready for electroplating. The plated products are assembled in each unit before packing.

#### **2. Environmental Impact**

The production process does not have an adverse negative impact on the environment. However the liquid discharge from the electroplating plant has to be treated before it is released to the municipal line. The smoke from the oil furnace is minimized by using efficient and well serviced chimney and burner in order not to discharge smoke in the neighborhood. The cost of effluent treatment system, chimney and burner is included in the cost of machinery and equipment. Moreover, the treating chemical for the discharge liquid is incorporated in the raw material cost.

### **B. ENGINEERING**

#### **1. Machinery and Equipment**

Total cost of machinery and equipment is Birr 2,796,000 of which Birr 2,330,000 is required in foreign currency. The necessary machinery and equipment with their corresponding cost are given in Table 5.1.

**Table 5.1**

**REQUIRED MACHINERY AND EQUIPMENT AND COST ( in 000 Birr)**

| Sr. No. | Machine  | Qty. | Unit Cost    |            | Total cost   |
|---------|--|------|--------------|------------|--------------|
|         |  |      | F.C          | L.C        |              |
| 1       | Hot chamber Pressure die casting machine             | 1    | 290          |            | 290          |
| 2       | Oil fired Crucible Furnace                           | 1    | 185          |            | 185          |
| 3       | Capstan lathe  | 1    | 190          |            | 190          |
| 4       | Pillar Drilling machine                              | 2    | 90           |            | 90           |
| 5       | Fly wheel Press                                      | 1    | 20           |            | 20           |
| 6       | Turning Lathe  | 1    | 180          |            | 180          |
| 7       | Pipe threading machine                               | 2    | 60           |            | 60           |
| 8       | Polishing and tumbling barrel                        | 1    | 50           |            | 50           |
| 9       | Pedestal Grinding, buffing m/c                       | 3    | 15           |            | 15           |
| 10      | Moulds for various models                            | 4    | 400          |            | 400          |
| 11      | Dies for washer& Gaskets                             | 3    | 300          |            | 300          |
| 12      | Electroplating Plant                                 | 1    | 250          |            | 250          |
| 13      | Material handling Equipments                         | 1    | 50           |            | 50           |
| 14      | Effluent treatment system                            | Set  | 250          |            | 250          |
|         | <b>Total FOB</b>                                     |      | <b>2,330</b> |            | <b>2,330</b> |
| 15      | Duty, bank charge, inland transport etc (20% of FOB) |      |              | 466        | 466          |
|         | <b>Grand - Total</b>                                 |      | <b>2,330</b> | <b>466</b> | <b>2,796</b> |

**2. Land, Building and Civil Work**

The total area of the plant, including provision for open space, is 1,000 m<sup>2</sup> out of which 750 m<sup>2</sup> is a built-up area. Therefore, the cost of building at a rate of Birr 5,000 per m<sup>2</sup> is estimated at Birr 3.75 million.

According to the Federal Legislation on the Lease Holding of Urban Land (Proclamation No 721/2004) in principle, urban land permit by lease is on auction or negotiation basis, however,

the time and condition of applying the proclamation shall be determined by the concerned regional or city government depending on the level of development.

The legislation has also set the maximum on lease period and the payment of lease prices. The lease period ranges from 99 years for education, cultural research health, sport, NGO , religious and residential area to 80 years for industry and 70 years for trade while the lease payment period ranges from 10 years to 60 years based on the towns grade and type of investment.

Moreover, advance payment of lease based on the type of investment ranges from 5% to 10%.The lease price is payable after the grace period annually. For those that pay the entire amount of the lease will receive 0.5% discount from the total lease value and those that pay in installments will be charged interest based on the prevailing interest rate of banks. Moreover, based on the type of investment, two to seven years grace period shall also be provided.

However, the Federal Legislation on the Lease Holding of Urban Land apart from setting the maximum has conferred on regional and city governments the power to issue regulations on the exact terms based on the development level of each region.

In Addis Ababa, the City's Land Administration and Development Authority is directly responsible in dealing with matters concerning land. However, regarding the manufacturing sector, industrial zone preparation is one of the strategic intervention measures adopted by the City Administration for the promotion of the sector and all manufacturing projects are assumed to be located in the developed industrial zones.

Regarding land allocation of industrial zones if the land requirement of the project is below 5,000 m<sup>2</sup>, the land lease request is evaluated and decided upon by the Industrial Zone Development and Coordination Committee of the City's Investment Authority. However, if the land request is above 5,000 m<sup>2</sup>, the request is evaluated by the City's Investment Authority and passed with recommendation to the Land Development and Administration Authority for decision, while the lease price is the same for both cases.

Moreover, the Addis Ababa City Administration has recently adopted a new land lease floor price for plots in the city. The new prices will be used as a benchmark for plots that are going to

be auctioned by the city government or transferred under the new “Urban Lands Lease Holding Proclamation.”

The new regulation classified the city into three zones. The first Zone is Central Market District Zone, which is classified in five levels and the floor land lease price ranges from Birr 1,686 to Birr 894 per m<sup>2</sup>. The rate for Central Market District Zone will be applicable in most areas of the city that are considered to be main business areas that entertain high level of business activities.

The second zone, Transitional Zone, will also have five levels and the floor land lease price ranges from Birr 1,035 to Birr 555 per m<sup>2</sup>. This zone includes places that are surrounding the city and are occupied by mainly residential units and industries.

The last and the third zone, Expansion Zone, is classified into four levels and covers areas that are considered to be in the outskirts of the city, where the city is expected to expand in the future. The floor land lease price in the Expansion Zone ranges from Birr 355 to Birr 191 per m<sup>2</sup> (see Table 5.2).

**Table 5.2**

**NEW LAND LEASE FLOOR PRICE FOR PLOTS IN ADDIS ABABA**

| <b>Zone</b>             | <b>Level</b>    | <b>Floor Price/m<sup>2</sup></b> |
|-------------------------|-----------------|----------------------------------|
| Central Market District | 1 <sup>st</sup> | 1686                             |
|                         | 2 <sup>nd</sup> | 1535                             |
|                         | 3 <sup>rd</sup> | 1323                             |
|                         | 4 <sup>th</sup> | 1085                             |
|                         | 5 <sup>th</sup> | 894                              |
| Transitional zone       | 1 <sup>st</sup> | 1035                             |
|                         | 2 <sup>nd</sup> | 935                              |
|                         | 3 <sup>rd</sup> | 809                              |
|                         | 4 <sup>th</sup> | 685                              |
|                         | 5 <sup>th</sup> | 555                              |
| Expansion zone          | 1 <sup>st</sup> | 355                              |
|                         | 2 <sup>nd</sup> | 299                              |
|                         | 3 <sup>rd</sup> | 217                              |
|                         | 4 <sup>th</sup> | 191                              |

Accordingly, in order to estimate the land lease cost of the project profiles it is assumed that all new manufacturing projects will be located in industrial zones located in expansion zones. Therefore, for the profile a land lease rate of Birr 266 per m<sup>2</sup> which is equivalent to the average floor price of plots located in expansion zone is adopted.

On the other hand, some of the investment incentives arranged by the Addis Ababa City Administration on lease payment for industrial projects are granting longer grace period and extending the lease payment period. The criteria are creation of job opportunity, foreign exchange saving, investment capital and land utilization tendency etc. Accordingly, Table 5.3 shows incentives for lease payment.

**Table 5.3**

**INCENTIVES FOR LEASE PAYMENT OF INDUSTRIAL PROJECTS**

| <b>Scored Point</b> | <b>Grace Period</b> | <b>Payment Completion Period</b> | <b>Down payment</b> |
|---------------------|---------------------|----------------------------------|---------------------|
| Above 75%           | 5 Years             | 30 Years                         | 10%                 |
| From 50 - 75%       | 5 Years             | 28 Years                         | 10%                 |
| From 25 - 49%       | 4 Years             | 25 Years                         | 10%                 |

For the purpose of this project profile, the average i.e. five years grace period, 28 years payment completion period and 10% down payment is used. The land lease period for industry is 60 years.

Accordingly, the total land lease cost at a rate of Birr 266 per m<sup>2</sup> is estimated at Birr 266,000 of which 10% or Birr 26,600 will be paid in advance. The remaining Birr 239,400 will be paid in equal installments within 28 years i.e. Birr 8,550 annually.

**NB:** The land issue in the above statement narrates or shows only Addis Ababa's city administration land lease price, policy and regulations.

Accordingly the project profile prepared based on the land lease price of Addis Ababa region.

To know land lease price, police and regulation of other regional state of the country updated information is available at Ethiopian Investment Agency's website [www.eia.gov.et](http://www.eia.gov.et) on the factor cost.

## VI. HUMAN RESOURCE AND TRAINING REQUIREMENT

### A. HUMAN RESOURCE AND REQUIREMENT

The plant requires a total of 22 workers. Annual cost of labor, including employees benefit is estimated at Birr 591,450. The required human resource required by type of job as well as monthly and annual salary is given in Table 6.1.

**Table 6.1**

#### **HUMAN RESOURCE REQUIREMENT AND ANNUAL SALARY**

| Sr. No.                                  | Description         | No.       | Salary (Birr) |                |
|--|---------------------|-----------|---------------|----------------|
|  |                     |           | Monthly       | Annual         |
| <b>A. Administration</b>                 |                     |           |               |                |
| 1  | Plant Manager       | 1         | 5,000         | 60,000         |
| 2  | Secretary           | 1         | 2,500         | 30,000         |
| 3  | Accountant          | 1         | 2,500         | 30,000         |
| 4  | Salesman/purchaser  | 1         | 2,500         | 30,000         |
| 5  | Clerk               | 1         | 1,500         | 18,000         |
| 6  | Cashier             | 1         | 2,000         | 24,000         |
| 7  | General Service     | 3         | 800           | 28,800         |
| <b>Sub -Total</b>                        |                     | <b>9</b>  |               | <b>220,800</b> |
| <b>B. Production</b>                     |                     |           |               |                |
| 8  | Foreman/            | 1         | 2,500         | 30,000         |
| 9  | Machinery Operators | 8         | 2,000         | 192,000        |
| 10                                       | Assistant Operators | 1         | 1,500         | 18,000         |
| 11                                       | Quality controller  | 1         | 1,500         | 18,000         |
| 12                                       | Laborers            | 2         | 800           | 16,200         |
| <b>Sub- Total</b>                        |                     | <b>13</b> | <b>-</b>      | <b>274,200</b> |
| <b>Total</b>                             |                     |           |               | <b>495,000</b> |
| Employee's Benefit (25% Of Basic Salary) |                     | -         | -             | 96,450         |

|                    |           |          |                |
|--------------------|-----------|----------|----------------|
| <b>Grand Total</b> | <b>22</b> | <b>-</b> | <b>591,450</b> |
|--------------------|-----------|----------|----------------|

## **B. TRAINING REQUIREMENT**

On the job training of the operators would be enough for workers with technical back ground. But for the production of specific item new demonstration would be required which can be done by the level of the foreman. For two weeks training Birr 20,000 is required.

## **VII. FINANCIAL ANALYSIS**

The financial analysis of the metallic sanitary fixtures project is based on the data presented in the previous chapters and the following assumptions:-

|                        |                        |
|------------------------|------------------------|
| Construction period    | 1 year                 |
| Source of finance      | 30 % equity & 70% loan |
| Tax holidays           | 3 years                |
| Bank interest          | 10%                    |
| Discount cash flow     | 10%                    |
| Accounts receivable    | 30 days                |
| Raw material imported  | 120 days               |
| Work in progress       | 1 day                  |
| Finished products      | 30 days                |
| Cash in hand           | 5 days                 |
| Accounts payable       | 30 days                |
| Repair and maintenance | 5% of machinery cost   |

## **A. TOTAL INITIAL INVESTMENT COST**

The total investment cost of the project including working capital is estimated at Birr 11.87 million (see Table 7.1). From the total investment cost the highest share (Birr 9.29 million or 7.72%) is accounted by fixed investment cost followed by initial working capital (Birr 2.93 million or 24.71%) and pre operation cost (Birr 1.22 million or 10.25%). From the total investment cost Birr 2.33 million or 19.62% is required in foreign currency.



**Table 7.1**

**INITIAL INVESTMENT COST ( '000 Birr)**

| Sr. No   | Cost Items                     | Local Cost      | Foreign Cost    | Total Cost       | % Share      |
|----------|--------------------------------|-----------------|-----------------|------------------|--------------|
| <b>1</b> | <b>Fixed investment</b>        |                 |                 |                  |              |
| 1.1      | Land Lease                     | 26.60           |                 | 26.60            | 0.22         |
| 1.2      | Building and civil work        | 3,750.00        |                 | 3,750.00         | 31.58        |
| 1.3      | Machinery and equipment        | 466.00          | 2,330.00        | 2,796.00         | 23.55        |
| 1.4      | Vehicles                       | 900.00          |                 | 900.00           | 7.58         |
| 1.5      | Office furniture and equipment | 250.00          |                 | 250.00           | 2.11         |
|          | <b>Sub total</b>               | <b>5,392.60</b> | <b>2,330.00</b> | <b>7,722.60</b>  | <b>65.04</b> |
| <b>2</b> | <b>Pre operating cost *</b>    |                 |                 |                  |              |
| 2.1      | Pre operating cost             | 439.80          |                 | 439.80           | 3.70         |
| 2.2      | Interest during construction   | 776.75          |                 | 776.75           | 6.54         |
|          | <b>Sub total</b>               | <b>1,216.55</b> |                 | <b>1,216.55</b>  | <b>10.25</b> |
| <b>3</b> | <b>Working capital **</b>      | <b>2,934.02</b> |                 | <b>2,934.02</b>  | <b>24.71</b> |
|          | <b>Grand Total</b>             | <b>9,543.17</b> | <b>2,330.00</b> | <b>11,873.17</b> | <b>100</b>   |

\* *N.B Pre operating cost include project implementation cost such as installation, startup, commissioning, project engineering, project management etc and capitalized interest during construction.*

\*\* *The total working capital required at full capacity operation is Birr 4.21 million. However, only the initial working capital of Birr 2.93 million during the first year of production is assumed to be funded through external sources. During the remaining years the working capital requirement will be financed by funds to be generated internally (for detail working capital requirement see Appendix 7.A.1).*

**B. PRODUCTION COST**

The annual production cost at full operation capacity is estimated at Birr 15.89 million (see Table 7.2). The cost of raw material account for 76.07% of the production cost. The other major components of the production cost are depreciation, financial cost, administration cost, and labor, and cost of marketing and distribution which account for 6.31%, 4.70%, 3.15%, 4.72%, and 3.11%, respectively. The remaining 1.94% is the share of utility, repair and maintenance, and labor overhead. For detail production cost see Appendix 7.A.2.

**Table 7.2**

**ANNUAL PRODUCTION COST AT FULL CAPACITY (year three)**

| <b>Items</b>                       | <b>Cost<br/>(000 Birr)</b> | <b>%</b>      |
|------------------------------------|----------------------------|---------------|
| Raw Material and Inputs            | 12,088                     | 76.07         |
| Utilities                          | 72                         | 0.46          |
| Maintenance and repair             | 140                        | 0.88          |
| Labor direct                       | 495                        | 3.11          |
| Labor overheads                    | 96                         | 0.61          |
| Administration Costs               | 500                        | 3.15          |
| Land lease cost                    | 0                          | 0.00          |
| Cost of marketing and distribution | 750                        | 4.72          |
| <b>Total Operating Costs</b>       | <b>14,142</b>              | <b>88.99</b>  |
| Depreciation                       | 1,002                      | 6.31          |
| Cost of Finance                    | 748                        | 4.70          |
| <b>Total Production Cost</b>       | <b>15,891</b>              | <b>100.00</b> |

**C. FINANCIAL EVALUATION**

**1. Profitability**

Based on the projected profit and loss statement, the project will generate a profit throughout its operation life. Annual net profit after tax will grow from Birr 2.67 million to Birr 3.69 million during the life of the project. Moreover, at the end of the project life the accumulated net cash flow amounts to Birr 35.71 million. For profit and loss statement and cash flow projection see Appendix 7.A.3 and 7.A.4, respectively.

## 2. Ratios

In financial analysis, financial ratios and efficiency ratios are used as an index or yardstick for evaluating the financial position of a firm. It is also an indicator for the strength and weakness of the firm or a project. Using the year-end balance sheet figures and other relevant data, the most important ratios such as return on sales which is computed by dividing net income by revenue, return on assets (operating income divided by assets), return on equity (net profit divided by equity) and return on total investment (net profit plus interest divided by total investment) has been carried out over the period of the project life and all the results are found to be satisfactory.

## 3. Break-even Analysis

The break-even analysis establishes a relationship between operation costs and revenues. It indicates the level at which costs and revenue are in equilibrium. To this end, the break-even point for capacity utilization and sales value estimated by using income statement projection are computed as followed.

$$\text{Break Even Sales Value} = \frac{\text{Fixed Cost} + \text{Financial Cost}}{\text{Variable Margin ratio (\%)}} = \text{Birr } 8,230,320$$

$$\text{Break Even Capacity utilization} = \frac{\text{Break even Sales Value}}{\text{Sales revenue}} \times 100 = 28.24\%$$

## 4. Pay-back Period

The pay- back period, also called pay – off period is defined as the period required for recovering the original investment outlay through the accumulated net cash flows earned by the project. Accordingly, based on the projected cash flow it is estimated that the project’s initial investment will be fully recovered within 3 years.

## **5. Internal Rate of Return**

The internal rate of return (IRR) is the annualized effective compounded return rate that can be earned on the invested capital, i.e., the yield on the investment. Put another way, the internal rate of return for an investment is the discount rate that makes the net present value of the investment's income stream total to zero. It is an indicator of the efficiency or quality of an investment. A project is a good investment proposition if its IRR is greater than the rate of return that could be earned by alternate investments or putting the money in a bank account. Accordingly, the IRR of this project is computed to be 32.24% indicating the viability of the project.

## **6. Net Present Value**

Net present value (NPV) is defined as the total present (discounted) value of a time series of cash flows. NPV aggregates cash flows that occur during different periods of time during the life of a project in to a common measuring unit i.e. present value. It is a standard method for using the time value of money to appraise long-term projects. NPV is an indicator of how much value an investment or project adds to the capital invested. In principal a project is accepted if the NPV is non-negative.

Accordingly, the net present value of the project at 10% discount rate is found to be Birr 16.82 million which is acceptable. For detail discounted cash flow see Appendix 7.A.5.

## **D. ECONOMIC AND SOCIAL BENEFITS**

The project can create employment for 22 persons. The project will generate Birr 9.90 million in terms of tax revenue. The establishment of such factory will have a foreign exchange saving effect to the country by substituting the current imports. The project will also create forward linkage with the construction sector and also generates income for the Government in terms of payroll tax.

## **Appendix 7.A**

### **FINANCIAL ANALYSES SUPPORTING TABLES**

**Appendix 7.A.1**  
**NET WORKING CAPITAL ( in 000 Birr)**

| Items                        | Year 2          | Year 3          | Year 4          | Year 5          | Year 6          | Year 7          | Year 8          | Year 9          | Year 10         | Year 11         |
|------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Total inventory              | 2,115.40        | 2,719.80        | 3,022.00        | 3,022.00        | 3,022.00        | 3,022.00        | 3,022.00        | 3,022.00        | 3,022.00        | 3,022.00        |
| Accounts receivable          | 843.68          | 1,066.88        | 1,178.48        | 1,178.48        | 1,179.19        | 1,179.19        | 1,179.19        | 1,179.19        | 1,179.19        | 1,179.19        |
| Cash-in-hand                 | 11.97           | 15.39           | 17.10           | 17.10           | 17.22           | 17.22           | 17.22           | 17.22           | 17.22           | 17.22           |
| <b>CURRENT ASSETS</b>        | <b>2,971.05</b> | <b>3,802.07</b> | <b>4,217.58</b> | <b>4,217.58</b> | <b>4,218.41</b> | <b>4,218.41</b> | <b>4,218.41</b> | <b>4,218.41</b> | <b>4,218.41</b> | <b>4,218.41</b> |
| Accounts payable             | 37.03           | 47.61           | 52.90           | 52.90           | 52.90           | 52.90           | 52.90           | 52.90           | 52.90           | 52.90           |
| <b>CURRENT LIABILITIES</b>   | <b>37.03</b>    | <b>47.61</b>    | <b>52.90</b>    | <b>52.90</b>    | <b>52.90</b>    | <b>52.90</b>    | <b>52.90</b>    | <b>52.90</b>    | <b>52.90</b>    | <b>52.90</b>    |
| <b>TOTAL WORKING CAPITAL</b> | <b>2,934.02</b> | <b>3,754.46</b> | <b>4,164.68</b> | <b>4,164.68</b> | <b>4,165.51</b> | <b>4,165.51</b> | <b>4,165.51</b> | <b>4,165.51</b> | <b>4,165.51</b> | <b>4,165.51</b> |

**Appendix 7.A.2**  
**PRODUCTION COST ( in 000 Birr)**

| <b>Item</b>                        | <b>Year 2</b> | <b>Year 3</b> | <b>Year 4</b> | <b>Year 5</b> | <b>Year 6</b> | <b>Year 7</b> | <b>Year 8</b> | <b>Year 9</b> | <b>Year 10</b> | <b>Year 11</b> |
|------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|----------------|
| Raw Material and Inputs            | 8,462         | 10,879        | 12,088        | 12,088        | 12,088        | 12,088        | 12,088        | 12,088        | 12,088         | 12,088         |
| Utilities                          | 51            | 65            | 72            | 72            | 72            | 72            | 72            | 72            | 72             | 72             |
| Maintenance and repair             | 98            | 126           | 140           | 140           | 140           | 140           | 140           | 140           | 140            | 140            |
| Labour direct                      | 347           | 446           | 495           | 495           | 495           | 495           | 495           | 495           | 495            | 495            |
| Labour overheads                   | 68            | 87            | 96            | 96            | 96            | 96            | 96            | 96            | 96             | 96             |
| Administration Costs               | 350           | 450           | 500           | 500           | 500           | 500           | 500           | 500           | 500            | 500            |
| Land lease cost                    | 0             | 0             | 0             | 0             | 9             | 9             | 9             | 9             | 9              | 9              |
| Cost of marketing and distribution | 750           | 750           | 750           | 750           | 750           | 750           | 750           | 750           | 750            | 750            |
| <b>Total Operating Costs</b>       | <b>10,124</b> | <b>12,803</b> | <b>14,142</b> | <b>14,142</b> | <b>14,150</b> | <b>14,150</b> | <b>14,150</b> | <b>14,150</b> | <b>14,150</b>  | <b>14,150</b>  |
| Depreciation                       | 1,002         | 1,002         | 1,002         | 1,002         | 1,002         | 175           | 175           | 175           | 175            | 175            |
| Cost of Finance                    | 0             | 854           | 748           | 641           | 534           | 427           | 320           | 214           | 107            | 0              |
| <b>Total Production Cost</b>       | <b>11,126</b> | <b>14,659</b> | <b>15,891</b> | <b>15,785</b> | <b>15,686</b> | <b>14,752</b> | <b>14,646</b> | <b>14,539</b> | <b>14,432</b>  | <b>14,325</b>  |

**Appendix 7.A.3**  
**INCOME STATEMENT ( in 000 Birr)**

| Item                      | Year<br>2    | Year<br>3    | Year<br>4    | Year<br>5    | Year<br>6    | Year<br>7    | Year<br>8    | Year<br>9    | Year<br>10   | Year<br>11   |
|---------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Sales revenue             | 13,717       | 17,636       | 19,596       | 19,596       | 19,596       | 19,596       | 19,596       | 19,596       | 19,596       | 19,596       |
| Less variable costs       | 9,374        | 12,053       | 13,392       | 13,392       | 13,392       | 13,392       | 13,392       | 13,392       | 13,392       | 13,392       |
| <b>VARIABLE MARGIN</b>    | <b>4,343</b> | <b>5,583</b> | <b>6,204</b> | <b>6,204</b> | <b>6,204</b> | <b>6,204</b> | <b>6,204</b> | <b>6,204</b> | <b>6,204</b> | <b>6,204</b> |
| in % of sales revenue     | 31.66        | 31.66        | 31.66        | 31.66        | 31.66        | 31.66        | 31.66        | 31.66        | 31.66        | 31.66        |
| Less fixed costs          | 1,752        | 1,752        | 1,752        | 1,752        | 1,761        | 934          | 934          | 934          | 934          | 934          |
| <b>OPERATIONAL MARGIN</b> | <b>2,591</b> | <b>3,831</b> | <b>4,452</b> | <b>4,452</b> | <b>4,444</b> | <b>5,271</b> | <b>5,271</b> | <b>5,271</b> | <b>5,271</b> | <b>5,271</b> |
| in % of sales revenue     | 18.89        | 21.72        | 22.72        | 22.72        | 22.68        | 26.90        | 26.90        | 26.90        | 26.90        | 26.90        |
| Financial costs           |              | 854          | 748          | 641          | 534          | 427          | 320          | 214          | 107          | 0            |
| <b>GROSS PROFIT</b>       | <b>2,591</b> | <b>2,977</b> | <b>3,705</b> | <b>3,811</b> | <b>3,910</b> | <b>4,844</b> | <b>4,950</b> | <b>5,057</b> | <b>5,164</b> | <b>5,271</b> |
| in % of sales revenue     | 18.89        | 16.88        | 18.90        | 19.45        | 19.95        | 24.72        | 25.26        | 25.81        | 26.35        | 26.90        |
| Income (corporate) tax    | 0            | 0            | 0            | 1,143        | 1,173        | 1,453        | 1,485        | 1,517        | 1,549        | 1,581        |
| <b>NET PROFIT</b>         | <b>2,591</b> | <b>2,977</b> | <b>3,705</b> | <b>2,668</b> | <b>2,737</b> | <b>3,390</b> | <b>3,465</b> | <b>3,540</b> | <b>3,615</b> | <b>3,690</b> |
| in % of sales revenue     | 18.89        | 16.88        | 18.90        | 13.61        | 13.97        | 17.30        | 17.68        | 18.06        | 18.45        | 18.83        |



**Appendix 7.A.4**

**CASH FLOW FOR FINANCIAL MANAGEMENT ( in 000 Birr)**

| <b>Item</b>                     | <b>Year 1</b> | <b>Year 2</b> | <b>Year 3</b> | <b>Year 4</b> | <b>Year 5</b> | <b>Year 6</b> | <b>Year 7</b> | <b>Year 8</b> | <b>Year 9</b> | <b>Year 10</b> | <b>Year 11</b> | <b>Scrap</b>  |
|---------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|----------------|---------------|
| <b>TOTAL CASH INFLOW</b>        | <b>8,162</b>  | <b>17,465</b> | <b>17,647</b> | <b>19,601</b> | <b>19,596</b> | <b>19,596</b> | <b>19,596</b> | <b>19,596</b> | <b>19,596</b> | <b>19,596</b>  | <b>19,596</b>  | <b>7,219</b>  |
| Inflow funds                    | 8,162         | 3,748         | 11            | 5             | 0             | 0             | 0             | 0             | 0             | 0              | 0              | 0             |
| Inflow operation                | 0             | 13,717        | 17,636        | 19,596        | 19,596        | 19,596        | 19,596        | 19,596        | 19,596        | 19,596         | 19,596         | 0             |
| Other income                    | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0              | 0              | 7,219         |
| <b>TOTAL CASH OUTFLOW</b>       | <b>8,162</b>  | <b>13,872</b> | <b>15,556</b> | <b>16,373</b> | <b>16,994</b> | <b>16,926</b> | <b>17,099</b> | <b>17,024</b> | <b>16,949</b> | <b>16,874</b>  | <b>15,731</b>  | <b>0</b>      |
| Increase in fixed assets        | 8,162         | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0              | 0              | 0             |
| Increase in current assets      | 0             | 2,971         | 831           | 416           | 0             | 1             | 0             | 0             | 0             | 0              | 0              | 0             |
| Operating costs                 | 0             | 9,374         | 12,053        | 13,392        | 13,392        | 13,400        | 13,400        | 13,400        | 13,400        | 13,400         | 13,400         | 0             |
| Marketing and Distribution cost | 0             | 750           | 750           | 750           | 750           | 750           | 750           | 750           | 750           | 750            | 750            | 0             |
| Income tax                      | 0             | 0             | 0             | 0             | 1,143         | 1,173         | 1,453         | 1,485         | 1,517         | 1,549          | 1,581          | 0             |
| Financial costs                 | 0             | 777           | 854           | 748           | 641           | 534           | 427           | 320           | 214           | 107            | 0              | 0             |
| Loan repayment                  | 0             | 0             | 1,068         | 1,068         | 1,068         | 1,068         | 1,068         | 1,068         | 1,068         | 1,068          | 0              | 0             |
| <b>SURPLUS (DEFICIT)</b>        | <b>0</b>      | <b>3,593</b>  | <b>2,091</b>  | <b>3,228</b>  | <b>2,602</b>  | <b>2,670</b>  | <b>2,497</b>  | <b>2,572</b>  | <b>2,647</b>  | <b>2,722</b>   | <b>3,865</b>   | <b>7,219</b>  |
| <b>CUMULATIVE CASH BALANCE</b>  | <b>0</b>      | <b>3,593</b>  | <b>5,683</b>  | <b>8,912</b>  | <b>11,514</b> | <b>14,184</b> | <b>16,681</b> | <b>19,254</b> | <b>21,900</b> | <b>24,622</b>  | <b>28,487</b>  | <b>35,706</b> |

**Appendix 7.A.5**  
**DISCOUNTED CASH FLOW ( in 000 Birr)**

| Item                            | Year 1         | Year 2        | Year 3        | Year 4        | Year 5        | Year 6        | Year 7        | Year 8        | Year 9        | Year 10       | Year 11       | Scrap         |
|---------------------------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>TOTAL CASH INFLOW</b>        | <b>0</b>       | <b>13,717</b> | <b>17,636</b> | <b>19,596</b> | <b>19,596</b> | <b>19,596</b> | <b>19,596</b> | <b>19,596</b> | <b>19,596</b> | <b>19,596</b> | <b>19,596</b> | <b>7,219</b>  |
| Inflow operation                | 0              | 13,717        | 17,636        | 19,596        | 19,596        | 19,596        | 19,596        | 19,596        | 19,596        | 19,596        | 19,596        | 0             |
| Other income                    | 0              | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 7,219         |
| <b>TOTAL CASH OUTFLOW</b>       | <b>11,096</b>  | <b>10,945</b> | <b>13,213</b> | <b>14,142</b> | <b>15,286</b> | <b>15,323</b> | <b>15,603</b> | <b>15,635</b> | <b>15,667</b> | <b>15,699</b> | <b>15,731</b> | <b>0</b>      |
| Increase in fixed assets        | 8,162          | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             | 0             |
| Increase in net working capital | 2,934          | 820           | 410           | 0             | 1             | 0             | 0             | 0             | 0             | 0             | 0             | 0             |
| Operating costs                 | 0              | 9,374         | 12,053        | 13,392        | 13,392        | 13,400        | 13,400        | 13,400        | 13,400        | 13,400        | 13,400        | 0             |
| Marketing and Distribution cost | 0              | 750           | 750           | 750           | 750           | 750           | 750           | 750           | 750           | 750           | 750           | 0             |
| Income (corporate) tax          |                | 0             | 0             | 0             | 1,143         | 1,173         | 1,453         | 1,485         | 1,517         | 1,549         | 1,581         | 0             |
| <b>NET CASH FLOW</b>            | <b>-11,096</b> | <b>2,772</b>  | <b>4,423</b>  | <b>5,454</b>  | <b>4,310</b>  | <b>4,273</b>  | <b>3,993</b>  | <b>3,961</b>  | <b>3,929</b>  | <b>3,897</b>  | <b>3,865</b>  | <b>7,219</b>  |
| <b>CUMULATIVE NET CASH FLOW</b> | <b>-11,096</b> | <b>-8,324</b> | <b>-3,901</b> | <b>1,554</b>  | <b>5,864</b>  | <b>10,136</b> | <b>14,129</b> | <b>18,090</b> | <b>22,018</b> | <b>25,915</b> | <b>29,779</b> | <b>36,998</b> |
| Net present value               | -11,096        | 2,520         | 3,656         | 4,098         | 2,944         | 2,653         | 2,254         | 2,032         | 1,833         | 1,653         | 1,490         | 2,783         |
| Cumulative net present value    | -11,096        | -8,576        | -4,921        | -823          | 2,121         | 4,774         | 7,028         | 9,061         | 10,893        | 12,546        | 14,036        | 16,819        |

NET PRESENT VALUE                   16,819  
INTERNAL RATE OF RETURN       32.24%  
NORMAL PAYBACK                    3 years