# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>CHAPTER</th>
<th>SECTION</th>
<th>TITLE</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>EXECUTIVE SUMMARY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>1.1</td>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>1.2</td>
<td>General Government Policy and</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Current Existing Industries</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1.3</td>
<td>SWOT Analysis</td>
<td>10</td>
</tr>
<tr>
<td>II</td>
<td>2.1</td>
<td>Objective of the Company</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>2.2</td>
<td>Personnel Requirements</td>
<td>16</td>
</tr>
<tr>
<td></td>
<td>2.2.1</td>
<td>Job Descriptions</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>3.1</td>
<td>Brief Background of the Project</td>
<td>19</td>
</tr>
<tr>
<td></td>
<td>3.2</td>
<td>Location</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>3.3</td>
<td>Buildings</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>3.4</td>
<td>Machinery</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>3.5</td>
<td>Facilities</td>
<td>21</td>
</tr>
<tr>
<td></td>
<td>3.5.1</td>
<td>Power &amp; Electricity</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.5.2</td>
<td>Water Source</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.5.3</td>
<td>Transportation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.6</td>
<td>Raw Materials &amp; Auxiliary Materials</td>
<td>22</td>
</tr>
<tr>
<td></td>
<td>3.7</td>
<td>Types of Products and the</td>
<td>23</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Manufacturing Process</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3.7.1</td>
<td>Schematic Diagram of the Process</td>
<td>25</td>
</tr>
<tr>
<td></td>
<td>3.8</td>
<td>Implementation Schedule</td>
<td>26</td>
</tr>
<tr>
<td>IV</td>
<td>4.1</td>
<td>Marketing Description</td>
<td>27</td>
</tr>
<tr>
<td></td>
<td>4.2</td>
<td>Competition</td>
<td>32</td>
</tr>
<tr>
<td></td>
<td>4.3</td>
<td>Buying Behaviour and Market Segmentation</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>4.4</td>
<td>Potential Segment for Entry</td>
<td>37</td>
</tr>
</tbody>
</table>
4.5 Marketing Mix to Compete

4.5.1 Product
4.5.2 Price
4.5.3 Promotion

4.5.3.1 Sales Promotion Plan

4.5.4 Place/Distribution Channel

CHAPTER V FINANCIAL ASPECT

5.1 Pre-operating Stage

5.1.1 Construction Stage

5.2 Operating Stage

5.2.1 Commercial Operation

5.3 Investment Required

5.4 Sources of Financing

5.5 Analysis of Financial Projection

5.5.1 Notes & Assumptions on Financial Projection

A. Production
B. Sales

C. Production Costs
   a) Direct Raw Materials
   b) Foreign Technical Assistance
   c) Direct Labor Cost
   d) Factory Expenses
      - Salaries
      - Employees Welfare
      - Government Insurance
      - Maintenance & Repairs
      - Depreciation Expenses
      - Insurance

D. Administrative & Selling Expenses
   a) Salaries
   b) Employees Benefit
   c) Government Insurance
   d) Office Expenses
   e) Fuel & Lubricants
   f) Travelling Expenses
   g) Repairs & Maintenance
   h) Insurance
   i) Depreciation
j) Amortization of Pre-operating expenses
k) Professional fees
l) Representation & Entertainment
m) Corporate Income Tax

E. Balance Sheet .......................... 64
F. Analysis of Profit & Loss Projection 66
G. Analysis of Cash Flow Projection 67
H. Financial Evaluation 67
I. Break-Even Analysis 69
J. Sensitivity Analysis 70
K. Discounted Cash Flow Rate of Return 71
L. Pay Back Period 72

LIST OF EXHIBITS

1. Highlights of Financial Projections
2. Projected Balance Sheet
2A Projected Balance Sheet
3. Projected Income Statement
3A Calculation of Sales & Accounts Receivables
4. Projection of Cost of Goods Manufactured & Sold
5. Projected Cash Flow Statement
6. Break-Even Analysis
7. Sources & Application of Funds
7A Long Term Loan
7B Short Term Loan
8. Total Interest Expenses
9. Sensitivity Analysis
10. Schedule of Pre-operating Expenses
11. Schedule of Usage, Inventory and Purchase of Materials
12. Schedule of Insurance for Vehicle
12A Schedule of Insurance for Building
12B Depreciation (1990)
12C Depreciation (1991)
12D Depreciation (1992)
12E Depreciation (1993)
12F Depreciation (1994)