



PROJECT REPORT

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0.- PROJECT SUMMARY

To summarise the basic project information (objectives, products, investment, employment, sales, profit margin) in one paragraph.

1.- COMPANY / PROMOTER DETAILS

1.1.- PROMOTER'S DETAILS AS A COMPANY

a.-) Basic details

- * **Date of constitution**
- * **Business Purpose.- Description**
- * **Shareholding structure**
- * **Main products**
- * **Sales after three years**
- * **Audited BAT for the past three years**
- * **No. of employees**

b.-) Basic publications

- * **Statements for the past three years**
- * **Product / Reference catalogues on experiences**

1.2.- INDIVIDUAL PROMOTER'S DETAILS

- **Curriculum Vitae**
- **References**



2.- MARKET.

The most relevant results of the Market Study are summarised, on which a decision to invest is justified and a certain strategic business orientation made.

Furthermore, in all cases:

2.1.- GENERAL FRAMEWORK OF THE SECTOR

Identification of the most important features of the sector, such as:

- * **Relationships with other sectors: such as input / output**
- * **Competitive rules of play**
- * **Entry barriers**
- * **Average level of use of production facilities**
- * **Current client profile**
- * **Other general characteristics**

2.2.- CURRENT SITUATION OF THE SECTOR

- * **Production / consumption / sales data for recent years**
- * **Import / Export data**
- * **Source of product supply in Asturias / Spain**
- * **Sector weaknesses: poor quality, lack of skilled labour, demand not met by the present offer, etc.**
- * **Change processes in the sector**
- * **Existing sourced of information regarding the market**

2.3.- SECTOR FORECASTS

- * **Estimated medium-term growth**
- * **Identification of possible needs for structural change**
- * **Opportunities / threats perceived in sector evolution**

2.4.- COMPETITION AND POSITION IN THE MARKET

- * **Profile of the most important characteristics of competitor companies (sales, employment, seniority, shareholding, competitive strategies, etc.)**
- * **Project situation – size, strategy, etc. – in relation to the sector**



3.- PRODUCTION.

3.1.- PRODUCTS

List and brief, clear description of each product forming the raison d'être of the project.

3.2.- PRODUCTION PROCESS

- * **Sequential description of each stage in the production process**
- * **Plant lay – out**

3.3.- PRODUCTION PLAN

- * **Production volume included in the project for the first five years**
- * **Planned technical assistance with third parties**
- * **Whether production or supplies against stock are considered and to which volume / criterion**
- * **Supplies and logistics: Description and key aspects (supply guarantees, price control, transport system, etc.)**
- * **Production methods and production control systems: Basic description**
- * **Quality standards and quality control. Foreseen Quality Plan**
- * **Judicial-legal normative to be specifically met**

3.4.- TECHNOLOGY. STATE-OF-THE-ART

To be highlighted as a section where it is a particularly relevant factor in the project.

- * **Description of technology basics. Brief history, Property of patents, etc.**
- * **Technical assistance or advice to be commissioned for the correct use and operating of technology.**
- * **Royalties. Basis for calculation**
- * **Level of dissemination of this technology in production processes / market**
- * **Advantages and disadvantages compared with other systems or alternatives**
- * **R&D. Registered patents and strategy to be developed**



4.- ORGANISATION AND EMPLOYMENT.

- * **Description of jobs / categories and number of employees for each one**
- * **Organisational chart**
- * **Forecast of workforce growth in line with the increase in sales**

5.- MARKETING.

- * **Description of the sales network to use**
- * **Commercial strategy with regards to the client**
- * **Supply / Delivery conditions**
- * **Price lists and discounts / individual product**
- * **Additional services to offer the client (guarantees, professionalism, etc.)**
- * **Transport / logistics to the client (in general, the resources to use – material and human – to ensure product distribution)**
- * **Marketing-mix policies (designs and presentations, prices, discounts, promotion, advertising)**

6.- ECONOMIC-FINANCIAL STUDY OF THE INVESTMENT.

6.1.- HYPOTHESES USED

These refer to the basic criteria / assumptions established to prepare the different financial statements (calculation of sales, stock, average collection times, average payment times, percentage / amount of subsidies, etc.)

6.2.- DETAILS OF THE INVESTMENT AND FINANCIAL PLAN

- ***Breakdown of the fixed investment into chapters and corresponding quantification**
- * **Comments on the Working Capital necessary**
- * **Estimated implementation time for the investment**
- * **Comments on the capacity of the production facility**
- * **Other comments**
- * **Classification of the necessary financing: Capital, Short-term debt and Long-term debt**



6.3.- REVENUES

* Description of all sources of revenues from the project considering the individual price and the volume of sales. A special section would include the amortisation of Capital Subsidies (“Total deferred revenues”)

* Annual updating criteria for prices and sales volumes

6.4.- COSTS

*Details of all costs with their corresponding comments and valuation and annual updating criteria.

6.5.- WORKING CAPITAL

* Working Capital Chart after five years

6.6.- TREASURY PLAN

* Treasury evolution chart after five years

6.7.- FORECAST PROFIT AND LOSS ACCOUNTS

* Detail of Profit and Loss Accounts after 5 years

6.8.- FORECAST BALANCE SHEETS AFTER 5 YEARS

7.- ***STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS (SWOT analysis).***

- ***THREATS:*** Replacement products, price wars, possible entry of other companies, legislative changes, etc.
- ***OPPORTUNITIES:*** Growth of the sector, use of synergies, legislative changes, etc.
- ***STRENGTHS:*** All aspects giving the project solidity and making it attractive for investment.
- ***WEAKNESSES:*** All aspects not included in the initial project and that must be correctly before starting it or immediately after starting it.

