

PREFEASIBILITY STUDY ON SETTING UP ICE CREAM PRODUCTION PLANT IN NIGERIA

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Website: www.startupbizfoundation.org

Email: info@startupbizfoundation.org

Tel: +234832686671,



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We also wish to extend our gratitude to all those who reviewed the content and provided valuable inputs for improving the quality, coherence, and content presentation of this prefeasibility study.

The implementation of this project will also impact positively on the economy of the immediate community where the project is located. This is in terms of employment-direct and indirect, skilled and unskilled. Government also stands to benefit from internal revenue from taxation.

In view of the result of the analysis using some economic indicators as stated in the proposed project, it is hereby recommended that the project is viable.

ABOUT THIS REPORT

This prefeasibility study is designed to provide potential and startups entrepreneurs' valuable information on setting up Ice cream production business in the food processing industry of Nigeria's market; aimed at encouraging and facilitating industrial activities across the country. It is our realization that industrialization is at the heart of economic development and that every effort has to be made to bring about industrial growth and encourage our people to be part of it.

Ice cream production business shows over 80% local content in terms of availability of raw material, equipment and machinery, manpower and other requirements.

The key areas covered in this report include:

- i) Technical and economic analysis of the production, marketing and profitability of the project.
- ii) Recommendations in respect of procurement of equipments and associated problems.
- iii) Recommendation on suitable agronomic management practices to ensure efficient running of the projects.
- iv) Detailed financial analysis including project cash flows for the projects.

This prefeasibility report provides a comprehensive and detailed coverage of the above terms of reference and is designed to facilitate investment decisions.

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In view of the result of the analysis using some economic indicators as stated in the proposed project, it is hereby recommended that the project is viable.

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PART I

EXECUTIVE SUMMARY

1.0

This prefeasibility study is for setting up of Ice cream plant proposed to be sited in the most suitable part of Nigeria.

Ice cream is a frozen dessert usually made from dairy products such as: milk and cream, which are often combined with other ingredients and flavours. Most varieties contain sugar although some are made with other sweeteners. Alternatively, it can be made from milk from soya, rice and goat for those who are lactose intolerant or allergic to dairy products and would like to avoid them.

The market for this product is readily available as it is highly demanded on daily basis at different supermarkets, fast foods centres and local markets. The market is completely scattered and controlled by tiny or cottage units with few local established brands. In most of the cases, processing as well as handling is unhygienic and volumes are very small. Consequently, the factory should be operated in accordance with NAFDAC guidance and specifications.

The proposed production capacity is 38,376kg per year, at 60% capacity utilization with total investment capital at N15,026,000.

1.1 SUMMARY OF TOTAL PROJECT COST

S/N	DESCRIPTION	COST INCURRED	COST TO BE INCURRED	TOTAL
1	Land and building	-	600,000	600,000
2	Machinery & equipment	-	1,720,000	1,720,000
3	Vehicle	-	450,000	2,250,000
4	Office equipment	-	450,000	450,000
	Total capital cost	-	9,710,000	12,260,000
5	Working capital	-	1,400,000	1,400,000
6	10% contingencies & preliminary expenses	-	1,111,000	1,366,000
	Total Cost of Project	-	12,221,000	15,026,000

1.2 FINANCIAL ACCOUNTING RATIOS ANALYSIS

PERFORMANCE RATIOS AVERAGES

- (a) Return on Sales =14%
- (b) Return on Equity =219%
- (c) Return on Investment =20%
- (d) Positive NPV = ~~N~~22,763,375
- (e) IRR =47%
- (f) ARR =44%
- (g) Payback Period = 3 year and 2 months.

PART II

MARKET ANALYSIS

2.1 INTRODUCTION

Nigeria has a large population of youths (individuals aged between 15 and 34) and children. In fact, it was estimated that this age group constituted about half the country's population. Ice cream, being the favourite food of this age group, is a key factor responsible for its high demand across the nation. These products are marketed at schools, colleges, supermarkets and other public places in Nigeria.

2.2 MARKET AREA ANALYSIS

In 2020, sales of ice cream and frozen desserts continue to be dominated by frozen yoghurt. This can be attributed to its only manufacturer in Nigeria, Fan Ice Plc, that makes its products widely available, through mobile vendors, and being available in affordable pack sizes. More also, high investment by other market players in the country also supported the growth of ice cream in the nation. For instance, UAC Foods invested more than \$6 million over its ice cream production facility between 2010 and 2015, which resulted in easy availability of different flavours in the market.

However, the demand for ice cream in different cities and semi urban areas far outstrips its supply given the ever growing population in Nigeria. Consequently, this feasibility study promotes and exposes investment opportunities in the manufacturing and marketing of quality ice cream as there is a ready market for it in different parts of the country.

2.3 DEMAND ANALYSIS

There are two types of ice-cream, soft and hard available on the market. Ice cream is readily marketable as it is consumed widely.

The demand potential for this product is likely to have some kind of association with a few economic indicators. A change in one particular or some economic indicators may take place simultaneously or lead or lag. Some of the important economic indicators include gross domestic product, per capita income, income disparity, rate of urbanization, population growth rate, literacy rate, government spending and money supply.

The major influencing factor of ice cream is festivities. The reason is because a lot of parties are held during this period, as the likelihood of rain disrupting outdoor events is much lower. Festive occasions are referred to as mass sales periods. These typically occur in the early part of the year. The months of April/May are the peak season with December accounting for the highest sales.

2.4 TARGET MARKET ANALYSIS

Ice cream is consumed by every category of persons being it old or young, male or female, families etc. Therefore, nobody is left out this market chain. However, it is advisable that the entrepreneur should targets a particular segment of the society and should be captured in the production plan.

PART III

TECHNICAL ANALYSIS

3.1 PRODUCT DESCRIPTION

Ice cream contains sugar, fats, protein and minerals etc. It is usually made from dairy products, such as milk and cream, and often combined with fruits or other ingredients and flavours. There are different flavours and varieties of ice cream. This includes Vanilla flavor, Banana, Chocolate, Blackberry, Strawberry, Mint cream, Lavender, Raspberry, Red velvet.

3.2 SUITABLE LOCATION

The ice cream store will be located in a strategic place like a mall, offices, schools, markets or a commercial area where you will sell your ice cream products to potential clients.

The ice cream producer has the option of selling off large quantities to distributors or wholesalers who distribute to retailers, who are in charge of selling it to the final consumers.

3.3 RAW MATERIAL REQUIREMENT

Basic raw material in the production of ice cream is water, sugar, milk and flavor depending of the product types. In this case, flavor such as Vanilla, Banana, Chocolate, Blackberry, Strawberry, Mint cream, Lavender, Raspberry, Red velvet are included among other ingredients.

3.4 PRODUCTION AND TECHNOLOGY

The basic steps involved in the manufacturing of ice cream are: Blending of the mixed ingredients, pasteurization, and homogenization, ageing the mixture, freezing, packaging and hardening. Ice-cream represents a congealed dairy product produced by freezing a pasteurized mixture of milk, cream, and milk solids other than fat, sugars, emulsifier and stabilizers.

3.5 SPECIFICATION AND QUALITY STANDARD

The raw materials as well as the machines used in the production must meet quality norms so that the machines can operate at its best rating to reach its expected life's span. In order to achieve these goals, the entrepreneur is to set their own standard with detailed specifications.

3.6 PRODUCTION CAPACITY

The production capacity is 38,376kg per year at 60% capacity utilization working 312 days annually.

3.7 SOURCES OF FUNDS

The project can be funded through a number of sources which include but not limited to the following; Agric-Business, Small & Medium Scale Investment Scheme (AGSMEIS), Bank of Industry, Bank of Agriculture (BOA), Nigeria Export-Import (NEXIM) Bank, International Finance Corporation (IFC), grants etc., though the conditions and criteria for accessing the loans and grants varies.

PART IV

4.0 FINANCIAL ANALYSIS

Basically, the financial section of this prefeasibility study consists of three financial statements: Income statement, Balance sheet, Cash flow projection. This section determines whether or not the project is viable using some economic indicators such as Net Present Value (NPV), Internal Rate of Return (IRR), and payback period as are detailed in the appendices below.

4.1 ASSUMPTIONS

1. Assuming that the project will last for the period of five years and the salvage value at the end of the project life ignored.
2. The Machineries, Equipments and Utility Equipment have uniform depreciation of 20%.
3. The installed capacity daily production capacity is 123Kgs, working 26 days per month.
4. The proposed capacity utilization are 60% in the first year of commercial production, 70%, 80% in the 2nd and 3rd year respectively and 90% in the 4th and 5th years.
5. Raw materials will be sourced locally and Market for the product is readily available.
6. Staff and labour cost will increase by 10% yearly.
7. Prices and unit costs are assumed unchanged in the five years of projection.
8. The valuation currency is Naira.

4.2 ACCOUNTING /FINANCIAL ANALYSIS

4.2.1 NET PROFIT

The projected Annual Trading Profit and Loss Account is proposed to make the following Net Profit after tax during the corresponding projected periods – all things being equal.

4.2.2 NET PRESENT VALUE (NPV)

NPV is one of the four methods of discounted cash flows techniques which state that money that is immediately available for use, has a greater value than same amount receivables in future date.

Using this method however, all net cash inflows will be discounted to present value using the estimated interest rate of 60% discount factor. At 12% discount factor the project produced a positive **NPV NGN 22,763,375**

4.2.3 INTERNAL RATE OF RETURN (IRR)

This is the discount rate which gives zero NPV or the rate which equates the present value of cash inflows with present value of cash outflows of the project.

The cash flow of this project was discounted systematically until the NPV of the project finally become zero. The project produces the **IRR** of **47%**. Thus, the project accepted as being viable. This is because **IRR** is more than the cost of capital.

4.2.4 ACCOUNTING RATE OF RETURN (ARR)

ARR uses accounting information as revealed by financial statements (Income Statement) to measure profitability of the project under consideration. The forecast **ARR** of the project is **44%**.

4.2.5 PROFITABILITY INDEX (PI)

This is the present value of future cash flows over the present value of cash outlays. The project PI further confirm the viability of the project , because as the rules of the accepting and rejecting hold, a project should be accepted if the PI is equal or greater than one (1). Consequently, the PI of this project is **1.72** and thus recommended as being viable to be accepted for financing.

4.2.6 PAYBACK PERIOD

The payback period of any project is the length of time it would take the business investors to recover the capital invested in a project in spite of asset replacement. For this particular project the capital investment is expected to be fully recovered in about 3 years and 2 months.

**APPENDIX
TOTAL PROJECT COST**

S/N	DESCRIPTION	QTY	COST	TOTAL
	LAND AND BUILDING			
1	Factory rent	1	600,000	600,000
	Sub total		600,000	600,000
	MACHINERY & EQUIPMENT			
2	Mixing / blending machine	1	1,320,000	1,320,000
3	Homogenization machine	1	1,120,000	1,120,000
4	Ageing % storage vat	1	1,000,000	1,000,000
5	Batch Freezers	2	300,000	600,000
6	Pasteurization machine	1	1,200,000	1,200,000
7	Hardening machine	1	1,000,000	1,000,000
8	Storage (Refrigerated)	1	1,000,000	1,000,000
	Sub total		6,940,000	7,240,000
	UTILITY EQUIPMENT			
9	Industrial borehole with overhead tanks		600,000	600,000
10	Generating set		1,120,000	1,120,000
	Sub total		1,720,000	1,720,000
	VEHICLE			
11	Sales/ Delivery Motorcycle (s)	5	450,000	2,250,000
	Sub total	5	450,000	2,250,000
	OFFICE EQUIPMENT			
12	Computer system		200,000	200,000
13	Furniture & fittings		250,000	250,000
	Sub total		450,000	450,000
	Total capital cost		9,710,000	12,260,000
14	Working capital		1,400,000	1,400,000
15	10% contingencies		1,111,000	1,366,000
	Total Cost of Project		12,221,000	15,026,000

APPENDIX II
ESTIMATION OF WORKING CAPITAL REQUIREMENT

N'

Year of Commercial Operation	1 month
% Capacity Utilization (Inventory)	60%
2 week stock of raw material	350,000
1 Day stock of finished products	90,000
Work in Progress	40,000
Bank/ Cash (5% sales of the products)	79,000
Working capital	559,000

APPENDIX III
FINANCING PLAN

N

DESCRIPTION	EXISTING	PROPOSED	TOTAL
Equity	3,026,000	-	3,026,000
Term loan from	-	12,000,000	12,000,000
Total project cost	3,026,000	12,000,000	15,026,000
% Contribution	20.5%	79.5%	100%

APPENDIX IV
TERM LOAN REPAYMENT SCHEDULE

LOAN AMOUNT: 12,000,000 (Twelve Million Naira)
 TYPE : ANY LOCAL AVAILABLE SME FUND
 INTEREST RATE USED: 12%
 REPAYMENT: 5 YEARS EQUAL INSTALLMENT (Annually)

YEAR	OPENING BALANCE	REPAYMENT	INTEREST DUE	TOTAL YEAR INTEREST
1	12,000,000	2,400,000	1,440,000	3,840,000
2	9,600,000	2,400,000	1,152,000	3,552,000
3	7,200,000	2,400,000	864,000	3,264,000
4	4,800,000	2,400,000	576,000	2,976,000
5	2,400,000	2,400,000	288,000	2,688,000
Total		12,000,000	4,320,000	16,320,000

APPENDIX V
FORECAST STAFFING SCHEDULE (1ST OPERATIONAL YEAR)

N'ooo

POSITION	No	Unit Scale	Scale/ Month	Scale / Year
DIRECT LABOUR				
Factory Manager	1	60	60	720
Food Specialist	1	60	60	720
Semi skilled labour	6	30	180	3,120
Sub total	8	150	300	4,560
INDIRECT LABOUR				
Accounts/ Admin	1	50	50	600
Marketing Officer	6	40	240	2,880
Sub total	7	90	290	3,480
Total on staff (1st year)	15	240	590	8,040

APPENDIX VI
ESTIMATE OF ANNUAL DEPRECIATION ALLOWANCE

N'

ITEMS	INITIAL VALUE	DEPRECIATION (20%)
Machinery and Equipments	7,240,000	1,448,000
Utility Equipments	1,720,000	344,000
Vehicle	2,250,000	450,000
Office equipment	450,000	90,000
TOTAL	11,660,000	2,332,000

APPENDIX VII
ESTIMATION OF ADMINISTRATIVE / OVERHEAD EXPENSES

N'ooo

COST ITEM	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Selling and Distribution	480	504	528	554	554
Utilities	312	327.6	343.2	360	360
Miscellaneous	40	44	48.4	53.2	53.2
Diesel	1,780	1,869	1,958	2,056	2,056
TOTAL	2,596	2,725.8	2,855.6	2,998.38	2,998.38

APPENDIX VIII
ESTIMATION OF PRODUCTION AND OPERATION COSTS

Cost Item	Units	@	Qty/ day	Pdn cost/day	Pdn cost/ month	Pdn cost/ year
Direct Costs of materials and supplies						
Milk (solid/ fat)	Kgs	900	38	34,200	889,200	10,670,400
Sugar	Kgs	400	10	4,000	104,000	1,248,000
Flavourings, Candies & fruits	Kgs	1,200	2	2,400	62,400	748,800
Stabilizers / emulsifiers	Kgs	800	0.16	128	3,200	40,000
Eggs	Trays	800	2	1,600	41,600	499,200
Sub-total					1,100,400	13,206,400

APPENDIX IX
ESTIMATION OF RAW MATERIAL/PRODUCTION COST AND SALES

Year of Commercial Production	Year 1	Year 2	Year 3	Year 4	Year 5
% Capacity Utilization	60%	70%	80%	90%	90%
1. Output					
Supper Ice Cream (kg)	38,376	42,214	46,051	50,656	50,656
Total output	38,376	42,214	46,051	50,656	50,656
2. Cost of Production	N'	N'	N'	N'	N'
Supper Ice Cream @ N512/ kg	19,648,512	21,613,568	23,578,112	25,935,872	25,935,872
Total cost of production	19,648,512	21,613,568	23,578,112	25,935,872	25,935,872
3. SALES					
Supper Ice Cream @ N1,120/ kg	42,981,120	47,279,232	51,577,344	56,735,078	56,735,078
TOTAL SALES/ TURNOVER	42,981,120	47,279,232	51,577,344	56,735,078	56,735,078

APPENDIX X
FORECAST INCOME STATEMENT (PROFIT & LOSS ACCOUNT)

Year of commercial operation	Year 1	Year 2	Year 3	Year 4	Year 5
% Capacity Utilization	60%	70%	80%	90%	90%
1. SALES	N'	N'	N'	N'	N'
Gross Sales	42,981,120	47,279,232	51,577,344	56,735,078	56,735,078
VAT @ 5%	2,149,056	2,363,962	2,578,867.2	2,836,753	2,836,753.9
Net Revenue	40,832,064	44,915,270	48,998,477	53,898,324	53,898,324
2. OPERATION COST					
Cost of Raw materials consumed	19,648,512	21,613,568	23,578,112	25,935,872	25,935,872
Staff and labour	8,040,000	8,844,000	9,648,000	9,744,480	9,744,480
Admin. & Overhead Expenses	2,596,000	2,725,800	2,855,600	2,998,380	2,998,380
Depreciation	2,332,000	2,332,000	2,332,000	2,332,000	2,332,000
Total Operating Cost	32,616,512	35,515,368	38,413,712	41,010,732	41,010,732
3. OTHER COSTS					
Interest on Term Loan (12%)	1,440,000	1,152,000	864,000	576,000	288,000
Loan Repayment	2,400,000	2,400,000	2,400,000	2,400,000	2,400,000
Total (Other Costs)	36,456,512	39,067,368	41,677,712	43,986,732	43,698,732
Profit Before Tax	4,375,552	5,847,902	7,320,765	9,911,592	10,199,592
Tax @ 12%	525,066	701,748	878,492	1,189,391	1,223,951
Profit after tax (NET PROFIT)	3,850,486	5,146,154	6,442,273	8,722,201	8,975,641
% Return on Sales	0.094	0.115	0.131	0.162	0.167
% Return on Equity	1.273	1.701	2.129	2.882	2.967
% Return on Investment	0.201	0.202	0.202	0.202	0.202

APPENDIX XI

FORECAST HIGH RATE AND LOW RATE COMPUTATION

Year	C/F	DF 12%	NPV
	N'		N'
0	(15,026,000)	1	
1	3,850,486	0.893	3,438,483.998
2	5,146,154	0.797	4,101,484.738
3	6,442,273	0.712	4,586,898.376
4	8,722,201	0.636	5,547,319.836
5	8,975,641	0.567	5,089,188.447
Total Profit	33,136,755		22,763,375
Average Profit	6,627,351		

Year	C/F	DF 60%	NPV
	N'		N'
0	(15,026,000)	1	
1	3,850,486	0.6250	2,406,553.75
2	5,146,154	0.3906	2,010,087.752
3	6,442,273	0.2441	1,572,558.839
4	8,722,201	0.1526	1,331,007.873
5	8,975,641	0.0954	856,276.1514
Total Profit	33,136,755		8,176,484
Average Profit	6,627,351		

APPENDIX XII
FORECAST IRR AND ARR COMPUTATION

$$IRR = a + \left(\frac{A}{A+B} \right) (b-a)$$

Where

$$a = 12\%$$

$$b = 60\%$$

$$A = 22,763,375$$

$$B = 8,176,484$$

$$\begin{aligned} &12\% + \frac{22,763,375}{22,763,375 + 8,176,484} (60-12) \\ &12\% + 35.3 \\ &\underline{47\%} \end{aligned}$$

$$ARR = \frac{\text{Estimated Average Profit} \times 100}{\text{Estimated initial investment}}$$

$$\begin{aligned} ARR &= \frac{6,627,351 \times 100}{15,026,000} \\ &\underline{44\%} \end{aligned}$$

**APPENDIX XIII
CASH FLOW PROJECTION**

Year of Comm. Production	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
% Capacity Utilization		60%	70%	80%	90%	90%
A) CASH RECEIPTS	N'	N'	N'	N'	N'	N'
Equity Capital	3,026,000	-	-	-	-	-
Term Loan	12,000,000	-	-	-	-	-
Gross Revenue	-	40,832,064	44,915,270	48,998,477	53,898,324	53,898,324
Total Receipts	15,026,000	40,832,064	44,915,270	48,998,477	53,898,324	53,898,324
B) CASH PAYMENTS						
Capital Payment						
Machinery & Equipments	7,240,000	-	-	-	-	-
Utility Equipment	1,720,000					
Office equipments	2,250,000					
Vehicle	450,000	-	-	-	-	-
TOTAL	11,660,000	-	-	-	-	-
(ii) Operating Expenses						
Depreciation	-	1,511,600	1,511,600	1,511,600	1,511,600	1,511,600
Change in working capital	3,366,000	58,294,800	64,064,280	69,733,760	76,651,020	76,651,020
Sub total	3,366,000	59,806,400	65,575,880	71,245,360	78,162,620	78,162,620
(iii) Financial Expenses						
Repayment of Term Loan	-	2,400,000	2,400,000	2,400,000	2,400,000	2,400,000
Interest on Term Loan	-	1,440,000	1,152,000	864,000	576,000	288,000
Value Added Tax	-	2,149,056	2,363,962	2,578,867.2	2,836,753	2,836,753.9
Corporate Tax	-	525,066	701,748	878,492	1,189,391	1,223,951
Sub total	-	6,514,122	6,617,710	6,721,359	7,002,144	6,748,705
Total cash payment (ii)-(iii)	3,366,000	53,292,278	58,958,170	64,524,001	71,160,476	71,413,915
Net cash flow c/f	3,366,000	53,292,278	58,958,170	64,524,001	71,160,476	71,413,915

**APPENDIX XIV
BALANCE SHEET PROJECTION**

Year of comm. Operation	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5
ASSETS	N'000	N'000	N'000	N'000	N'000	N'000
(i) Fixed assets						
Machinery and Equipments	7,240,000	-	-	-	-	-
Utility equipment	1,720,000					
Office Equipment	2,250,000					
Vehicle	450,000	-	-	-	-	-
Value at Acquisition	-	11,660,000	11,660,000	11,660,000	11,660,000	11,660,000
Less Cumulated Depreciation	-	2,332,000	4,664,000	6,996,000	9,328,000	11,660,000
Net fixed assets	11,660,000	9,328,000	6,996,000	4,664,000	2,332,000	0
(ii)Current Assets/ liability						
Stock of Raw Materials	2,163,800	1,890,450	9,639,855	12,184,334	14,530,598	16,715,470
Debtors /prepayment	-	1,453,000	2,098,000	3,308,000	4,139,000	5,653,000
Bank and Cash Balances	-	4,150,024	5,160,031	6,170,539	7,180,674	7,180,741
Creditor / accruals	-	(4,074,000)	(6,039,000)	(8,947,000)	(11,013,000)	(13,785,000)
Company Tax	-	(525,066)	(701,748)	(878,492)	(1,189,391)	(1,223,951)
Net current assets	2,163,800	2,894,408	10,157,138	11,837,381	13,647,881	14,540,260
TOTAL NET ASSETS	9,721,800	12,222,408	17,153,138	16,501,381	15,979,881	14,540,260
(ii) FINANCED BY						
Equity Capital	1,721,800	1,721,800	1,721,800	1,721,800	1,721,800	1,721,800
P&L	-	2,500,608	3,330,730	4,248,851	5,209,230	5,209,230
Retained Profit	-	-	2,500,608	3,330,730	4,248,851	5,209,230
SHAREHOLDERS FUND	1,721,800	4,222,408	7,553,138	9,301,381	11,179,881	12,140,260
Long Term Loan	8,000,000	8,000,000	9,600,000	7,200,000	4,800,000	2,400,000
TOTAL EQUITY & LIABILITY	9,721,800	12,222,408	17,153,138	16,501,381	15,979,881	14,540,260