**Business Plan Template**



***This file should be signed by all the team members***

***Feel free to add sections but not to eliminate ones***

**Contents**

[I. SUMMARY 3](#_heading=h.gjdgxs)

[1. Promotor & partners 3](#_heading=h.30j0zll)

[2. Project 3](#_heading=h.1fob9te)

[3](#_heading=h.3znysh7)

[3. Cost & financing 3](#_heading=h.1t3h5sf)

[II. Project description 3](#_heading=h.4d34og8)

[1. Problem ; Context analysis 3](#_heading=h.2s8eyo1)

[Describe the problem and its size. 3](#_heading=h.u00nq0su8q5i)

[2. Solution ; Value proposition( if possible insert Value proposition Canva) 3](#_heading=h.17dp8vu)

[Describe the solution and what is your value proposition . Focus on the problem solution fit. 3](#_heading=h.e3fr3p11ftqc)

[3. Product/ Service 3](#_heading=h.3rdcrjn)

[4. Social/ Environmental impact of your offering 3](#_heading=h.j8h07d4swnua)

[5. Roadmap ( insert file ) 4](#_heading=h.er1ngs76x5gl)

[6. Sector regulation 4](#_heading=h.1ksv4uv)

[III. Founder & Team 4](#_heading=h.44sinio)

[1. Founder presentation 4](#_heading=h.2jxsxqh)

[2. Competences 4](#_heading=h.3j2qqm3)

[3. Team 4](#_heading=h.4i7ojhp)

[If you are not the sole promoter of the project, introduce your partners, highlighting their contributions to the project. Highlight the strengths and complementarities of each promoter. 4](#_heading=h.emxlapsuxq2c)

[IV. Strategic Market Analysis 4](#_heading=h.1ci93xb)

[1. Sector overview 4](#_heading=h.3whwml4)

[2. Potential Market 5](#_heading=h.2bn6wsx)

[3. Target Market 5](#_heading=h.qsh70q)

[4. Analysis of Supply and Competition: 5](#_heading=h.py9rwe3vawj5)

[5. SWOT Analysis and Risk Management: 5](#_heading=h.1pxezwc)

[V. Marketing strategy 5](#_heading=h.49x2ik5)

[1. Market Share Objective - Sales Forecasts: 5](#_heading=h.2p2csry)

[2. Marketing strategies 5](#_heading=h.147n2zr)

[a. Product/Service Policy 5](#_heading=h.6uocto32odgz)

[b. Pricing Policy 5](#_heading=h.bzj7hyfhfyni)

[c. Promotion 5](#_heading=h.s2rtis6vtwnp)

[d. Place 5](#_heading=h.32hioqz)

[3. Communication 6](#_heading=h.1hmsyys)

[4. Distribution Channel 6](#_heading=h.41mghml)

[VI. Financial Plan 6](#_heading=h.3tbugp1)

[1. Cost and Financing of the Project 6](#_heading=h.f1sg1isy5hod)

[2. Revenues 6](#_heading=h.37m2jsg)

[a. PRODUCTION 6](#_heading=h.46r0co2)

[b. Revenues 6](#_heading=h.2lwamvv)

[3. Costs 6](#_heading=h.3l18frh)

[4. Profit 7](#_heading=h.206ipza)

[VII. Appendices 7](#_heading=h.25b2l0r)

# SUMMARY

*This first part summarizes the main information of the business plan; although placed at the beginning, it is generally written after the other sections of the business plan. The synthesis should be readable as a standalone document. The evaluator should find all the information he needs for an overview of the financing request.*

## Promotor & partners

* Promoter : Mootez
* Identity Card:
* Address:
* Phone number :
* Email:
* Partners :

## Project

* Field : Manufacturing

## 

## Cost & financing

* Total project cost (TND) :

# Project description

## Problem ; Context analysis

## Describe the problem and its size.

*Explain how the idea for the project came to you. What motivated you to start a business in this sector? Do not focus on the product but rather the value proposition behind it . Try to link it to the SDGs. Place it within its sector of activity (e.g., agriculture, commerce, service, etc.).*

Cigarette butts are a major environmental pollutant, taking years to decompose. Urban noise pollution is also a growing concern, affecting the quality of life. Traditional recycling methods for cigarette butts are inadequate and not widely implemented. The idea for the project came from the need to address these two significant issues by combining them into a single innovative solution. By recycling cigarette butts into noise-isolating doors, we aim to reduce environmental pollution and improve urban living conditions. This project aligns with several Sustainable Development Goals (SDGs), including responsible consumption and production, sustainable cities and communities, and climate action.

## Solution ; Value proposition( if possible insert Value proposition Canva)

## Describe the solution and what is your value proposition . Focus on the problem solution fit.

*Summarize in one or two sentences the mission of the company.*

Our solution is to recycle cigarette butts into a composite material used to construct noise-isolating doors. These doors will also feature smart technology, including face ID locks and mobile app connectivity, allowing remote access.

Value Proposition: We offer an eco-friendly, smart door solution that addresses both environmental pollution and urban noise issues, engaging the community in recycling efforts and rewarding them with blockchain tokens that can be traded for products.

Mission: To create sustainable and innovative solutions that improve urban living and promote environmental conservation

.

## Product/ Service

*A detailed description of the products or services you offer, including any unique features or benefits.*

We offer a padded, noise-isolating door made from recycled cigarette butts. Unique features include:

- Eco-friendly materials.

- Smart lock with face ID technology.

- Mobile app integration for remote access.

- Community engagement through a blockchain-based token reward system.

## Social/ Environmental impact of your offering

*What is the impact of your solution ? can it be measured ? what indicators will you measure in order to track your impact ?*

Our solution has significant environmental and social impacts:

- Pollution Reduction: Decrease in cigarette butt litter.

- Resource Efficiency: Transformation of waste into valuable products.

- Community Impact: Increased public participation in recycling efforts.

## Roadmap ( insert file )

Add an excel file with a clear timeline and a project action plan with the objectives you want to achieve and the next steps that will eventually result in these objectives.

Think about Specific, Measurable, Attainable, and above all Realistic goals

List the main steps for implementing your project (incorporation or registration, space rental, equipment purchase, advertising, planned start date, etc.). Take the time to plan the steps preceding your project; this will allow you to manage the implementation and start-up of your business effectively.

Specify the project start dates and the first sales.

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## Sector regulation

Describe the various laws governing the sector. List the permissions required to carry out the activity: specifications, environmental impact studies, approvals, etc.

#### **Environmental Laws**

1. **Law No. 2018-53**: Governs waste management, including the recycling of hazardous materials such as cigarette butts.
2. **Law No. 2009-72**: Concerns environmental protection, regulating the disposal of pollutants and promoting sustainable practices.
3. **Decree No. 2010-2519**: Specifies requirements for environmental impact assessments (EIAs) for industrial projects.

#### **Health and Safety Regulations**

1. **Occupational Health and Safety Law (Law No. 94-28)**: Ensures the safety and health of workers in industrial environments.
2. **Decree No. 2005-1630**: Provides detailed requirements for workplace safety, including noise levels and air quality standards.

#### **Building and Construction Codes**

1. **Building Code (Law No. 85-91)**: Regulates construction standards for commercial and industrial buildings.
2. **Energy Efficiency Regulations (Decree No. 2014-79)**: Sets standards for energy-efficient construction practices.

#### **Smart Technology Regulations**

1. **Data Protection Law (Law No. 2004-63)**: Governs the use of personal data, relevant for the implementation of face ID and mobile app connectivity.
2. **ICT Law (Law No. 2000-83)**: Regulates the use of information and communication technology in business operations.

# Founder & Team

## Founder presentation

Draft a paragraph indicating the profile, region/city of origin, and motivations for starting a business of the founder

I am Iheb, the founder, hailing from Gabes. Motivated by a passion for environmental conservation and innovative technology, I started this business to address urban pollution and noise issues while promoting sustainability.

## Competences

List your studies and qualifications, experiences, technical skills, work organization, business administration, entrepreneurial experience, etc. This is not a place for your CV; instead, prefer information related to the project.

As a Data Science student currently completing my internship at Actia ES, I have gained substantial experience in generative AI and data engineering. My studies have provided me with a strong foundation in statistics, machine learning, and data analysis. At Actia ES, I have honed my skills in programming languages such as Python, R, and SQL, and have worked extensively on data pipelines, ETL processes, and deploying machine learning models. My technical expertise also includes working with generative models, data visualization tools like Tableau and Power BI, and big data technologies such as Hadoop and Spark.

In terms of work organization, I have managed data science projects from start to finish, collaborated with interdisciplinary teams, and applied agile methodologies to ensure project success. My business administration skills include strategic planning, advocating for data-driven decision-making, and effectively communicating technical concepts to non-technical stakeholders. Additionally, my entrepreneurial experience involves identifying opportunities for innovation, problem-solving in fast-paced environments, and leading initiatives that align with business goals.

These experiences and skills make me a valuable contributor to our project, which focuses on creating a smart door from recycled cigarette butts, leveraging both sustainability and advanced technology.

## Team

## If you are not the sole promoter of the project, introduce your partners, highlighting their contributions to the project. Highlight the strengths and complementarities of each promoter.

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| iheb jeridi | mohamed ablekbir | nasreddine el madhkour | haifa azzouzi | mootez kooli |  |
| --- | --- | --- | --- | --- | --- |
| Founder | COO | CTO | CMO | CFO |  |
| Signature | Signature | Signature |  |  |  |

# Strategic Market Analysis

## Sector overview

Before conducting market research, identify and analyze the uncontrollable variables that affect your business as well as those operating in the same field. Identify the sector in which your business will operate and describe the future prospects of this sector. The goal is to convince readers that you have a good understanding of your sector and that it is promising. Ensure that the information is based on facts, statistics, studies, and expert opinions. All decisions must be supported by facts so that your readers arrive at the same conclusions. If deemed useful, and depending on the size of your future business, you may integrate an analysis of the project's environment such as PEST analysis (Political, Economic, Social, Technological) or Porter's five forces analysis.

Re**gulatory Environment**: Changes in environmental laws and waste management regulations can significantly impact our operations. Government incentives for green technology and sustainable practices can provide opportunities.

**Economic Conditions**: Economic fluctuations can affect corporate investments in infrastructure improvements and environmental initiatives. During economic downturns, budget cuts may impact demand.

**Technological Advancements**: Rapid developments in recycling processes and smart technology can influence our competitive edge. Staying updated with the latest advancements is crucial.

**Social Trends**: Increasing public awareness and concern for environmental sustainability can drive demand for eco-friendly products. However, shifting consumer preferences can also pose challenges.

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## Potential Market

The potential market is the group of individuals and businesses who demand or are likely to demand products or services to satisfy their needs; these are consumers. Conduct both qualitative and quantitative analysis of the market. This involves answering questions like: Who buys my product or service? What motivates them? Where are they located? What would be their number? The answers to these questions will enable you to target your clientele, determine your market share, and set your sales forecasts. Therefore, it is important to rely on reliable sources of information: statistical data, specialized journals, associations and professional organizations, and your personal experience.

Our primary customers are industrial and commercial facilities, such as factories, warehouses, and office buildings, dealing with excessive noise from machinery, as well as residential customers looking to soundproof their homes, especially in urban areas or noisy environments. Industrial and commercial customers are motivated by the need to comply with noise regulations, create safe and productive work environments, and enhance employee satisfaction. Residential customers seek to reduce noise pollution for a quieter living environment and improved quality of life. These customers are mainly located in industrial hubs, manufacturing centers, urban business districts, and densely populated urban areas with high noise pollution levels.

## Target Market

It is important to distinguish the potential market (individuals or businesses likely to buy your product/service) from the target market (individuals or businesses to whom you will offer your product/service). Define your target market by substantiating your choice. If you have multiple products or services targeting different clients, provide an overview of each targeted segment. Mention if you have made contacts with potential customers or if you have received purchase promises.

1. Industrial and commercial facilities:
   * Large manufacturing plants, warehouses, and office buildings in industrial/commercial hubs.
   * These customers are motivated by compliance with noise regulations, worker productivity, and overall facility efficiency.
   * The business has already established contacts with several property management firms and manufacturing associations, receiving positive feedback and purchase intent for the noise insulation solutions.
2. Residential customers in urban areas:
   * Homeowners and apartment dwellers living in densely populated urban centers or near noisy environments.
   * These customers seek to improve their quality of life by reducing noise pollution and creating a more peaceful living environment.
   * The business has conducted market surveys in select urban neighborhoods, indicating strong demand for effective and affordable noise control products for residential use.

## Analysis of Supply and Competition:

Who are my direct/indirect competitors? In order of importance, list your main competitors. Analyze what they are doing well in the market (strengths) and what could be improved (weaknesses).

Our project is innovative and unique in the Tunisian market, with no direct or indirect competitors offering the same combination of noise-isolating padded doors made from recycled cigarette butts and integrated with smart technology. The concept of using recycled materials for padded door construction is unprecedented, and the industry for such specialized doors does not have principal manufacturing or established players in Tunisia.

While traditional noise insulation and smart lock solutions exist, they do not offer the same eco-friendly and technologically advanced features as our product. This lack of direct competition presents a significant opportunity to establish a strong market presence and become a leader in this niche industry.

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## SWOT Analysis and Risk Management:

What are the competitive advantages offered by your company? Always from the perspective of your customers, what are the strengths and weaknesses of your company? SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a decision-making preparatory tool that integrates the strengths and weaknesses specific to the company. Identify opportunities as well as market risks (threats), explain the likelihood of these occurring. How will you limit the repercussions, or even turn risks into opportunities?

#### **I- Competitive Advantages**

1. **Innovative Use of Recycled Materials**: Our company utilizes recycled cigarette butts to construct noise-isolating padded doors, promoting environmental sustainability and addressing waste management issues.
2. **Smart Technology Integration**: The doors feature advanced smart lock technology with face ID and mobile app connectivity, offering enhanced security and convenience.
3. **Custom Solutions**: We provide tailored noise isolation solutions for various industries and residential needs, ensuring high customer satisfaction.
4. **Corporate Social Responsibility**: By involving the community in recycling efforts and rewarding them with blockchain tokens, we foster community engagement and environmental awareness.

#### **II- SWOT Analysis**

**1- Strengths:**

**Innovation**: Unique product concept combining recycling, noise insulation, and smart technology.

**Sustainability**: Strong focus on eco-friendly practices and promoting environmental conservation.

**Security and Convenience**: Advanced smart lock features appeal to tech-savvy and security-conscious customers.

**Community Engagement**: Reward system using blockchain tokens encourages community participation and loyalty.

**2- Weaknesses:**

* **High Initial Costs**: The initial investment in smart technology and recycling processes can be high.
* **Market Awareness**: As a new product, it may take time to build market awareness and trust.

**III- Opportunities:**

* **Growing Demand for Eco-friendly Products**: Increasing environmental awareness among consumers can drive demand for our sustainable products.
* **Expansion Potential**: Opportunity to expand to other regions and markets, including international markets.
* **Partnerships**: Collaborating with environmental organizations can strengthen market presence and credibility.

**IV- Threats:**

* **Regulatory Changes:** New regulations related to recycling and waste management could pose challenges.
* **Technological Risks:** Rapid advancements in technology could make current solutions obsolete.
* **Supply Chain Disruptions**: Potential disruptions in the supply of recycled materials

#### **Mitigation Strategies - Turning Risks into Opportunities:**

* **Regulatory Changes**: Stay informed about regulatory developments and proactively adapt to new requirements to maintain compliance.
* **Technological Risks**: Invest in continuous R&D to keep up with technological advancements and maintain a competitive edge.
* **Supply Chain Disruptions**: Diversify suppliers and establish strong relationships with multiple vendors to ensure a reliable supply of materials and components.

# Marketing strategy

## Market Share Objective - Sales Forecasts:

Based on the strategic analysis, estimate your market share. Define short, medium, and long-term objectives. Make clear assumptions to determine gross sales for the first years of operation. The forecasted sales should take into account, among other factors, your production capacity, network of contacts, financial resources, and especially your marketing plan.

Given the innovative nature of our products and the lack of direct competitors in Tunisia . We can estimate our market share based o0n the demand for noise isolating solutions in industrial , commercial , and residential sectors. We estimate capturing :

* 20% of industrial and commercial market within the first 3 years
* 30% of the residential market

#### **Sales Forecast Assumptions**

1. **Production Capacity**: Initially, our production capacity will be limited to 400 units per year, increasing to 1000 units per year by the third year as we scale up operations.
2. **Network of Contacts**: Leveraging our existing network in the industrial and commercial sectors, along with targeted marketing campaigns, will help us quickly establish a customer base.
3. **Financial Resources**: Initial funding will cover the costs of production,and marketing . We plan to secure additional funding as needed to support growth.
4. **Marketing Plan**: Our marketing strategy will focus on building brand awareness, demonstrating the unique benefits of our product, and engaging the community through the recycling reward system.

#### **Short, Medium, and Long-Term Objectives**

1. **Short-Term (0-1 Year)**:

* **Objective**: Establish market presence and achieve initial sales targets.
* **Actions**: Launch marketing campaigns, secure initial customer contracts, and refine production processes.
* **Sales Forecast**: 300 units sold, generating 1.000.000 DT in gross sales (assuming an average price of 3500DT per unit).

1. **Medium-Term (1-3 Years)**:

* **Objective**: Expand market share and increase production capacity.
* **Actions**: Scale up production, enhance marketing efforts, and expand into new regions.
* **Sales Forecast**:
  + - Year 2: 600 units sold, generating 2.000.000 DT in gross sales.
    - Year 3: 1,000 units sold, generating 3.500.000 DT in gross sales.

1. **Long-Term (3-5 Years)**:

* **Objective**: Solidify market leadership and explore international markets.
* **Actions**: Invest in R&D for continuous product innovation, establish partnerships, and enter new markets.
* **Sales Forecast**:
  + - Year 4: 2,000 units sold, generating 7,000,000 DT in gross sales.
    - Year 5: 4,000 units sold, generating 14,000,000 DT in gross sales.

### 

### 

### 

### **Gross Sales Forecast for the First Five Years**

| **year** | **Units Sold** | **Gross Sales (DT)** |
| --- | --- | --- |
| 1 | 300 | 1.000.000 DT |
| 2 | 600 | 2.000.000 DT |
| 3 | 1,000 | 3.500.000 DT |
| 4 | 1,500 | 5,250,000 DT |
| 5 | 2,000 | 7,000,000 DT |

#### **Key Assumptions**

* **Market Penetration**: Achieving the estimated market share through effective marketing and leveraging our unique value proposition.
* **Production Scaling**: Increasing production capacity as planned to meet growing demand.
* **Customer Acquisition**: Building a strong customer base through strategic marketing and partnerships.
* **Funding and Investment**: Securing necessary financial resources to support growth and expansion efforts.

By focusing on these objectives and leveraging our competitive advantages, we can achieve sustainable growth and establish our company as a leader in the market for innovative, eco-friendly noise-isolating doors with smart technology integration.

## Marketing strategies

Marketing, or market positioning, encompasses all the techniques and tools used to introduce your product or service to potential customers. To attract and retain customers, you must plan an effective strategy that takes into account your financial capacity to invest in promoting your product or service adequately. The marketing strategy is the balance between the product, price, promotion, and place.

### **Product/Service Policy**

### **Pricing Policy**

### **Promotion**

### **Place**

### **I- Product/Service Policy**

1. **Unique Selling Proposition (USP)**:

* Emphasize the innovative use of recycled cigarette butts for constructing noise-isolating doors.
* Highlight the integration of advanced smart technology, including face ID and mobile app connectivity for enhanced security.
* Promote the eco-friendly and sustainable nature of the product, appealing to environmentally conscious customers.

1. **Quality and Customization**:

* Ensure high-quality manufacturing processes to deliver durable and effective noise insulation.
* Offer customization options to meet specific needs of industrial, commercial, and residential customers.

### **II- Pricing Policy**

1. **Competitive Pricing**:

* Set competitive prices that reflect the unique benefits and high quality of our product.
* Implement tiered pricing to cater to different customer segments, offering discounts for bulk purchases by industrial clients.

1. **Value Proposition**:

* Communicate the long-term cost savings associated with reduced noise pollution and improved work environments.
* Highlight the additional value provided by smart technology features.

### **III- Promotion**

1. **Digital Marketing**:

* Utilize social media platforms (Facebook, LinkedIn, Instagram) to create awareness and engage with potential customers.
* Employ search engine optimization (SEO) and pay-per-click (PPC) advertising to drive traffic to our website.

1. **Content Marketing**:

* Create informative content such as blogs, videos, and infographics about the benefits of noise insulation and sustainable practices.
* Share case studies and testimonials from early adopters to build credibility and trust.

1. **Community Engagement**:

* Launch campaigns to place recycling bins in public places, promoting environmental benefits and encouraging community participation.
* Reward participants with blockchain tokens and promote this initiative through local media and community events.

1. **Partnerships and Collaborations**:

* Partner with environmental organizations and tech companies to strengthen our market presence.
* Collaborate with industry associations to reach a wider audience and establish credibility.

1. **Public Relations**:

* Issue press releases and feature articles in industry magazines and local newspapers to increase visibility.
* Participate in trade shows, exhibitions, and conferences related to sustainability, construction, and smart technology.

### **IV- Place**

1. **Distribution Channels**:

* Establish a direct sales team to approach industrial and commercial customers.
* Set up an e-commerce platform to reach residential customers and facilitate online purchases.

1. **Geographic Focus**:

* Initially focus on industrial and commercial hubs, as well as densely populated urban areas in Tunisia.
* Plan for gradual expansion to other regions and international markets as the business grows..

### **V- Financial Capacity and Investment**

To effectively implement these marketing strategies, we will allocate a portion of our budget to marketing activities, ensuring a balanced investment across different channels:

1. **Initial Investment**:

* Allocate funds for digital marketing campaigns, content creation, and community engagement initiatives.
* Invest in the development of an e-commerce platform and direct sales team.

1. **Ongoing Investment**:

* Maintain a consistent marketing budget to support promotional activities and partnerships.
* Monitor the performance of different marketing channels and adjust investments based on ROI.

By balancing product quality, competitive pricing, strategic promotion, and effective distribution, we aim to attract and retain customers, building a strong market presence and driving long-term growth for our innovative noise-isolating doors.

## Communication

## Brand Messaging:

## Develop clear and consistent messaging that highlights our commitment to sustainability, innovation, and community engagement.

## Craft stories that showcase the positive impact of our product on the environment and quality of life.

**Customer Engagement**:

* Maintain active communication with customers through social media, email newsletters, and customer service channels.
* Solicit feedback and continuously improve our products and services based on customer input.

**Media Outreach**:

* Build relationships with industry influencers and media outlets to gain coverage and endorsements.
* Use press releases, interviews, and thought leadership articles to keep our brand in the public eye

## Distribution Channel

## Direct Sales:

## Deploy a dedicated sales team to engage with industrial and commercial clients directly.

## Attend industry trade shows and conferences to demonstrate our products and network with potential customers.

## Online Sales:

## Develop a user-friendly e-commerce platform that allows residential customers to easily purchase our products online.

## Utilize online marketplaces and digital advertising to drive traffic to our e-commerce site.

## Retail Partnerships:

## Collaborate with home improvement stores and construction supply retailers to stock our products.

## Establish partnerships with smart home technology retailers to cross-promote our noise-isolating doors with their products.

## 

# Financial Plan

It is better if you use a scheme ( pie chart , bar chart , etc…) or an excel sheet for this section

Feel free to change the provided templates

## Cost and Financing of the Project

1. **Costs**

#### **Costs**

Here's a breakdown of the costs involved in the project:

1. **Research and Development (R&D)**: 10,000 DT
2. **Production Setup**: 50,000 DT
3. **Marketing and Promotion**: 5,000 DT
4. **Smart Technology Integration**: 1,000 DT
5. **Operational Expenses**: 8,000 DT
6. **Miscellaneous**: 10,000 DT
7. **Financing ( from founders and team )**

#### **Financing**

The project is financed by the founders and the team:

1. **Founders' Contribution**: 50,000 DT
2. **Team's Contribution**: 50,000 DT
3. **Ask**

Amount % of different pillars the ask will go to:

We are seeking additional funding to cover remaining costs and expand the project:

* **Total Amount Requested**: 50,000 DT

ce.

## Revenues

### **PRODUCTION**

|  | | | | | |
| --- | --- | --- | --- | --- | --- |
| **Production/year** | **N** | **N+1** | **N+2** | **N+3** | **N+4** |
| Product A (unit) | 300 | 600 | 1000 | 1500 | 2000 |

### **Revenues**

| **TND** | | | | | |
| --- | --- | --- | --- | --- | --- |
| **CA/year** | **N** | **N+1** | **N+2** | **N+3** | **N+4** |
| **Product A** | 1.000.000 DT | 2.000.000 DT | 3.500.000 DT | 5.250.000 DT | 7.000.000 DT |

## Costs

|  | | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Composante** | **N** | **N+1** | **N+2** | **N+3** | **N+4** |
| **Purchases** | Raw material | TDB | TDB | TDB | TDB | TDB |
| Consumables | TDB | TDB | TDB | TDB | TDB |
| **External Costs** | Rent | TDB | TDB | TDB | TDB | TDB |
| Suppliers | TDB | TDB | TDB | TDB | TDB |
| Equipment rent | TDB | TDB | TDB | TDB | TDB |
| Total | TDB | TDB | TDB | TDB | TDB |
| **Other External Costs** | Transport | TDB | TDB | TDB | TDB | TDB |
| Communications | TDB | TDB | TDB | TDB | TDB |
| Total | TDB | TDB | TDB | TDB | TDB |
| **Salaries** | Salaries | TDB | TDB | TDB | TDB | TDB |
| **Total** |  |  |  |  |  |  |

## Profit

Profit = Revenues - Costs

# Appendices