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# **Enamel Workshop**

**Etude de faisabilité préparée par**  
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The point of views expressed in this study reflect the other opinion

## Summary

The present study examines the feasibility of an enamel workshop to be located in a Lebanese village or small town.

Family members could participate in the business. For example, the wife or son could help designing (including graphic design), purchasing the materials, sanding the engraved brass, packaging, following up with customers, etc...

The initial investment required for the equipment and working capital amounts to 8 098\$US. In the study, we considered a loan of 4 000\$US, while the remaining 4 098\$US are invested by the owner.

The projections are conservatively estimated based on possible market demand. The results show a net income of 8 002 \$US in the first year or 667 \$US per month growing to around 16 189 \$US in the 5<sup>th</sup> year or 1 349\$US.

A best-case scenario is developed considering higher sales growth rates and higher turnovers. In this case, the net income increases to 11 726 \$US in the first year or 977 \$US per month and grows to around 22 260 \$US in the fifth year or 1 855\$US.

A worst-case scenario shows a net income of 2 967 \$US or 247 \$US per month during the first year and growing to 6 285 \$US in the 5<sup>th</sup> year or 524 \$US.

The study shows that the business could be a highly profitable business. In order to achieve satisfactory profitability, there are important success factors such as the talent and skills of the business owner, the quality of service (including timely delivery of ordered goods), quality of the finished products, and competitive pricing, etc....