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Lebanese Institute for Economic & Social Development



هذه الدراسة ممولة من الإتحاد الأوروبي
Etude financée par l'Union Européenne
Study financed by the European Union

Printing Industry

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Juin 2001 – Jal el Dib - Liban

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The point of views expressed in this study reflect the opinion of the author

Summary

The project under study is the establishment of a printing business.

In spite of the major modifications witnessed by the printing industry as a result of the technological improvements, and the extremely sophisticated machinery that exists in this field, a modest budget, as the one considered for this project, can still provide the services required from a printing enterprise, especially when demand is not very sophisticated.

For setting up such an enterprise, a capital of 10 375 \$US is needed, along with a loan of 9 000 \$US.

In an average-case scenario, such a business would secure 613 \$US per month as of the first year, reaching 1 401 \$US in the fifth year.

Two family members could easily run a printing business. This way they could save on salaries.

It should be mentioned that the Lebanese market as a whole has not yet reached a high level of sophistication in terms of printing requirements. This is even more valid for the remote rural areas in the country. Consequently, a printing workshop with basic printing machinery would have all the necessary requirements to succeed.