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Sportswear Shop

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Table of contents

Summary	2
1- Description of the project	3
1-1 Description of the service	
1-2 Possible product or service evolution	
2- Market analysis	3
2-1 Industry analysis and trends	
2-2 Competition	4
2-3 Market opportunities and risks	
2-4 Target market	
3- Description of the service delivery	5
3-1 Description of equipment and establishment expenses	
3-2 Products	
3-2-1 Description	
3-2-2 Sourcing and costs	
3-3 Participation of family members in the process	6
3-4 Timing flexibility	
3-5 Space requirements	
3-6 Business location	
4- Marketing and sales techniques	6
4-1 Sales techniques	
4-2 Pricing techniques	7
5- Financial plan	8
5-1 Invested capital - Hypothesis	
5-2 Loan repayment schedule	
5-3 Projected income statement	9
5-3-1 Hypothesis	
5-3-2 Projected income statement	
5-4 Break - even analysis	
5-5 Projected balance sheet	10
5-6 Projected cash flows	
5-7 Comments	
5-8 Sensitivity analysis	
6- Key success factors and recommendations	11
7- Conclusion	11

The points of view expressed in this study reflect the author opinion.

Summary

This study highlights on the market of sportswear and more precisely on retailers selling sports uniforms, products, equipments and memorabilia, etc...

Besides politics, Lebanese people have a great interest in sports activities and events especially in the actual financial crisis. Some major highlights on this project :

- One person can operate the shop. This number can increase according to needs.
- The shop location is preferable to be on the main road of a town or a small city which have access to both winter and summer activities, and in which we can find schools, sports clubs, and stadiums such as towns or cities of North or South of Lebanon for example Batroun, Chekka, Enfeh, Damour, Rmeileh, Jezzine, etc...
- In order to minimize costs, it is preferable if the loan applicant owns the location and a family member is available for help.
- The estimated project cost is around 14 000 \$US of which 6 000 \$US will be taken as a loan. Thus a starting point of three clients or 100 \$US per day can afford a turnover close to 30 000 \$US on the first year and could reach up to 50 000 \$US on the fifth year taking into consideration an annual growth rate of 20 % on the second year 15, 10 and 5 % on the third, fourth and fifth year, to be conservative.
- A Net Income of 5 000 \$US on the first year and 10 000 \$US on the fifth year is expected.
- Total expenses increased from 3 300 \$US up to 3 800 \$US between the first and the fifth year.
- Net liquidity attained a balance of 3 065 \$US on the first year.

Taking into consideration the above-mentioned remarks, such project can afford for a family a minimum monthly return of 415 \$US on the first year and 830 \$US on the fifth year if a minimum starting capital and an acceptable location are provided.