



**Institut Libanais de Développement Économique & Social**  
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# **Watch repair**

**Faisability study prepared by**  
**Carmen Akl, Economiste.**

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

## Summary

This project consists of opening a watch repair shop that would, in addition to restoring watches, sell watchbands as well as affordable Chinese, Japanese and Swiss watches.

The size of the shop need not exceed 15 square meters, as it should be able to contain a desk and a small display shelf with a window on the street.

The ideal location would be in a busy commercial street of a major rural area, the inhabitants of which exceed 10,000 persons.

The town's inhabitants would be the target market, as well as those of the neighboring communities. Efforts should also be exerted towards finding repair subcontracts from major watch repair shops in the main cities.

Depending on the different assumptions adopted, the financial results are rather modest. This is why, an additional line of product should be introduced, for instance affordable sun glasses, key rings or cases, and lighters or other small items that offer a high profit margin.

With such a combination, a capital of \$1,375 and a loan of \$1,000 one could insure, in the average-case scenario a monthly income of \$446 as of the first year, rising to \$824 in the fifth year.

One should think that he is laying the foundations of a private enterprise that could in the future be developed to become a major source of income.

In order to attain this target, the business owner's efforts should be towards selling watches, as this is the area where the profit margin is the highest. Dealing in the market should sharpen the owner's feel of the trend and help him know where to concentrate his line of business.