

INVESTMENT

FINANCE



RUSSIA

MINERAL WATER



MINERAL WATER BOTTLING FACTORY IN RUSSIA

Summary: developing a mineral water bottling factory.

Investment: 7.140.000 EUR

Location: Russia

Term: 10 years

Interest rate: 4,8%

Grace period: 24 months

PROJECT'S OBJECTIVES

The purpose of the project: the organization of an efficient, profitable business, based on the extraction and sale of natural mineral and drinking water under the company's own brand. The Project Initiator plans to equip the existing production base in its ownership. And also to build a new building to accommodate production workshops. The acquisition of high-performance equipment will allow the production of bottled natural mineral and drinking water.

COMPETITIVENESS

The factors that will contribute to ensuring of the competitive advantages of the project being implemented:

- ▶ Creation of a branched dealer network in the radius of the optimal „shipping legs ... Significant competitive advantage of the Project Initiator is the transport component in costs.
- ▶ Presence of own natural mineral water deposit with high qualitative characteristics. This advantage is due to the fact that many producers of mineral and drinking water carry out artificial mineralization, which affects the consumer properties of the goods.
- ▶ Wide range of product portfolio with quality products and competitive prices.
- ▶ Availability of a flexible system of discounts.
- ▶ High level of technical and technological equipment of production.
- ▶ Highly qualified staff.
- ▶ Good reputation among customers.

PROFITABILITY

The net present value of the project (NPV) is positive after 2 years and 10 months from the beginning of the project, which indicates a full payback of the project.

*The photo is illustration.