



UNITED STATES COMMERCIAL SERVICE - NIGERIA

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NUSA STRATEGIC ALLIANCE PROGRAM

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STRATEGIC ALLIANCE AND INVESTMENT PROJECT PROFILE

State:

Project No.:

Date of Submission:

Project title:

Project summary:

This profile is divided into two parts:

PART I : Information on company proposing project (current activities)

PART II : Information on proposed project (new activities)

PART I: INFORMATION ON COMPANY PROPOSING PROJECT
(THE NATIONAL INVESTOR)

I. 1:

Name of Company:	
Address:	
Telephone:	
Facsimile:	
E-Mail:	
Web-page:	
Telex:	
Contact Person(s):	
Name:	
Position:	
Name:	
Position:	
Please attach as annex 1 brief background of person (entrepreneur) proposing the project, providing information on business experience, education and languages.	

I. 2:

CURRENT LINE OF BUSINESS	
A. Background and history:	
B. Company description (including information on affiliates, subsidiaries, parent companies, etc.): If relevant to project proposed please attach description of plant equipment and other assets Description of technology currently in use and the related production process:	
C. Describe technical problems faced in current operation:	
D. Product(s) currently produced (estimated quantities and installed capacities): If currently producing more than one broad category of products, please list	
E. Employees:	
Permanent:	
Seasonal:	

F. Indicate if company staff has had recent training related to technology application:
G. Specify if additional training is required:

I. 3:	ANNUAL TURNOVER
A. Sales: (US\$ equivalent)	
B. Export: (in % of sales)	

I. 4:	OWNERSHIP: (local/foreign, private/public)

I. 5:	CURRENT MARKETS
	A. LOCAL MARKET:
	(i) Estimated size of local market for company's products: If necessary qualify market segments served
	(ii) Estimated market share of the company:
	(iii) If end users are a few major buyers please describe and indicate number:
	(iv) Marketing instruments (distribution channels, agents):
	(v) Does company have a separate marketing/ sales department:
	(vi) Trade marks:

B. EXPORT MARKETS:
(i) Annual exports:
(ii) Characteristics of main customers (countries, types of buyers):
(iii) Marketing instruments (local agents, foreign trade companies, direct approach, etc.):
(iv) Special trade conditions (commercial agreements, quotas, subsidies, privileges and barriers, etc.) which directly affect your exports:

I. 6:	Bank references: (Please specify bank name, address, contact person)	
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I. 7:	Main trading partner references:	
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I. 8:	<p>What do you consider special strengths of your company: (Please indicate specific competitive advantages and factors such as R&D facilities and their objectives, patents, quality control systems, etc.)</p> <p>Please elaborate on each box checked.</p>	<input type="checkbox"/> Technical expertise <input type="checkbox"/> Managerial expertise <input type="checkbox"/> Technology <input type="checkbox"/> Quality control <input type="checkbox"/> Other: _____	<input type="checkbox"/> Exports <input type="checkbox"/> Marketing <input type="checkbox"/> Financial resources <input type="checkbox"/> R & D
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PART II : INFORMATION ON PROPOSED PROJECT

II.1: PURPOSE OF THE PROJECT:
E.g. expand production of current facilities; improve quality of current products, introduce new products, establish new facilities, etc.

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II.2: DESCRIPTION OF PRODUCTS TO BE PRODUCED AND THEIR QUANTITIES:
Please put clear description of each product

	Product description	Nominal capacity
Product 1:		
Product 2:		
Product 3:		
Product 4:		
Product 5:		
etc. (maximum 20):		

II.3: RATIONALE BEHIND THE PROJECT:
What are the main reasons to expect success; what are the competitive advantages (such as special access to raw materials, specific markets, unique technology etc.) that the project seeks to exploit?

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II.4:

TARGETED MARKETS
A. LOCAL MARKET
(i) Characteristics of potential customers:
(ii) Potential size of the market and expected growth rate: Indicate sources for estimates, e.g. market surveys, government statistics, inference from related studies, etc.
(iii) Anticipated advantages of the proposed project in comparison to the competition:
(iv) Expected market share to be achieved:
(v) Current local prices of the products:
B. EXPORT MARKET(S)
(i) Export target (in % of total sales):
(ii) Is there any already secured market (if yes, please explain):
(iii) Other potential markets:

II.5:	Estimated total investment costs (in \$)	
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II.6: INPUTS TO BE PROVIDED BY LOCAL PARTNER:		
	Description	Value in US\$
A. In-kind inputs (plant, machinery, equipment): Give details as annex		
B. Cash:		
C. Land: Size, location, quality, etc.		
D. Other: Specify in detail		
E. Subtotal:		
F. Local credit access:		
G. Total:		

II.7:	Inputs needed from a foreign partner:	
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II.8: What form of collaboration is sought:	<input type="checkbox"/> Joint-venture (equity) expertise <input type="checkbox"/> Loan <input type="checkbox"/> Market access <input type="checkbox"/> Sub contracting <input type="checkbox"/> Buy-back arrangement <input type="checkbox"/> Equipment purchase <input type="checkbox"/> Other : _____	<input type="checkbox"/> Management <input type="checkbox"/> Technical expertise <input type="checkbox"/> Marketing expertise <input type="checkbox"/> Technology transfer <input type="checkbox"/> Joint R&D
Please elaborate on each box checked.		

II.9:

PRODUCTION INPUTS LOCALLY AVAILABLE:		
A. Machinery and equipment to be purchased locally: (suppliers, prices)		
B. Technical know-how:		
C. Labour: (skill level, wage rates)		
D. Raw materials	Price/unit	Quantity needed
E. INFRASTRUCTURE AVAILABLE AT PROPOSED SITE: Provide unit costs where applicable		
(i) Transport facilities:		
(ii) Telecommunications:		
(iii) Electricity:		
(iv) Gas:		
(v) Water:		
(vi) Waste disposal:		
(vii) Indicate if project is to be located in a special zone or park:		

II.10: MATERIALS TO BE IMPORTED:		
A. Machinery and equipment to be imported: (suppliers, prices)		
B. Raw materials	Price/unit	Quantity needed

II.11: WHAT STUDIES ARE AVAILABLE FOR THE PROJECT:
(Please list and give dates when they were carried out and by whom, including studies under preparation, or studies which require updating). If brief summary is available please attach:

II.12: WHAT SPECIAL CONDITIONS OR INCENTIVES WILL/COULD APPLY TO THE PROPOSED PROJECT:
E.g.: tax rates, tax holidays, loss carried forward, subsidies, profit repatriation and ownership laws, export/import restrictions or incentives, etc.

