



NEW SEMI-FINISHED GOODS PRODUCTION AT 'BOBRUIK MEAT-PACKING PLANT' OJSC



The **strategy** and the **aim** of a new shop development is the organization of the semi-finished goods production manufactured and packaged with the help of modern automated production lines.



The prerequisites for the development are the **steady demand** of the population for semi-finished products, change in priorities from home cooking to **semi-finished products**.

FINANCIAL AND ECONOMIC INDICATORS

Profit margin – 7.60%

Working capital to current assets ratio – 0.839

Sales margins – 8.72%

Asset coverage – 0.084

2.9 mln euro
required investment
ammount

1.6 mln euro
NPV by 2024

1.39
project profitability
index



3 years
simple pay-back
period

4.1 years
dynamic pay-
back period

31.15 %
internal rate of
return