

# MARKET AND TECHNO ECONOMIC STUDIES

## ADVANTAGES IN USING MANDERSTAM

Manderstam Management Consultancy that, though broad based, specialises in a process engineering.

Manderstam covers almost all industries and services and hence brings 'cross-fertilisation' of ideas to any task. For example we applied our experience in the agrochemical industry by adapting equipment for separating chaff from wheat to the removal of surplus anti-sticking agents from granulated petrochemical products.

Manderstam is structured to provide a complete service from conception to operation. We have to be multi-disciplinary; we therefore have to provide market and economic surveys for numerous overseas clients contemplating manufacture of products as part of the determination of the economic viability of their financing proposals. This means that we have to have in-house capability to carry out independent market surveys.

Because of our set-up our market analysts have instant back-up from our procurement personnel. Our market surveys are thus vetted by experienced consultants working in other fields. This gives us a depth not found in most marketing consultants.

Manderstam has over the last fifty years, worked extensively overseas. We have offices, employees and associates in many countries including:

Denmark	Abu Dhabi
Ireland	Qatar
France	Saudi Arabia
Norway	Kenya
Switzerland	Tanzania
Egypt	Uganda
Turkey	Sri Lanka
Malta	Bangladesh
India	Indonesia
Japan	Australia
USA	

In addition we have correspondents in most other countries. We are thus able to assemble marketing data at source very rapidly.

Because Manderstam is widespread geographically, we have a multilingual capability with personnel whose mother tongues are English, French, German, Italian, Arabic, Bahasa (Malay/Indonesian), and others competent in Spanish, Chinese and Japanese. Marketing information is thus more easily collected in the market place.

Manderstam is owner-managed. Each client is not just another job dealt with by an employee who may be here today and working for a competitor next week. Each client's project is directed by a Manderstam director who is responsible for the satisfactory completion of that task.

## **EXAMPLES OF TECHNO ECONOMIC STUDIES**

<b><u>Product</u></b>	<b><u>Company</u></b>	<b><u>Country</u></b>	<b><u>Area of Survey</u></b>
Vegetable Oil and Margarine	SNIP	Cameroon	Africa
Vegetable Oil/Soap	Appiah Menka/ World Bank	Ghana	Africa
Wheat and flour	McDonalds	Nigeria	Nigeria/West Africa
Soya Products	EFCOR	Ethiopia	Ethiopia
Cloned Products	ATP	England	Europe/N.Africa
Cloned Products	ATP	England	East Europe
Coconut Oil Derivatives	ADB	England	World
Essential Oils	Min. of Agriculture	Indonesia	World
Coir Products	Commonwealth Fund	Fiji	World
Tomato and Citrus Products	Zimbabwe Govt./ UNIDO	Zimbabwe	World
Aluminium Products	Aluminium Enterprises/ World Bank	Ghana	Africa
Sheet Metal Fabrication	Datine/ World Bank	Kenya	Africa
Paper Products	Highland Paper Mills/ World Bank	Kenya	Africa
PVC Injection Mouldings	Sera Coating/ World Bank	Kenya	Africa
Pharmaceutical Packaging	Pharmivoire/ World Bank	Cote d'Ivoire	Africa
Cardboard Packaging	Bucklips/ World Bank	Ghana	Africa
Latex Products	Tulip Industry	Cote d'Ivoire	Africa
Industrial Products	Uganda Dev. Corp.	Uganda	East Africa

**EXAMPLES OF TECHNO ECONOMIC STUDIES (Continued)**

<b><u>Product</u></b>	<b><u>Company</u></b>	<b><u>Country</u></b>	<b><u>Area of Survey</u></b>
Asbestos Cement	Arab Entrepreneur	Abu Dhabi	East Africa
Chlorine Products	UNIDO	Pakistan	Asia
Aluminium Products	Government of Jamaica	Jamaica	World/USA
Phosphates	Marchem Products	England	Europe
Salt Products	Ominvest	Oman	Gulf States
Textiles	Abbstal Ltd/ World Bank	NigeriaAfrica	
Industrial Fats Margarine and Ice Cream	Nabati/Gulf Edible Vegetable Oil Co	Saudi Arabia	G.C.C. States
Pharmaceuticals Penicillin	Philippine Govt/ UNIDO	Philippines	Africa
Finished steel Products	Cockerill	Belgium	Europe
Finished steel Products	Krakatau Steel	Indonesia	Asia/ Australia
Steel sections	Krakatau Steel	Indonesia	Asia
Steel Products	Ministry of Coordination	Greece Europe	
Steam Coal	Mitsubishi	Japan	Europe
Fabricated steel Products	Datine Mercantile	Kenya	East Africa
Chlorine Derivatives	Karuma	Turkey	Middle East
Petrochemicals	Ultramar	UK	Caribbean
Liquid Ammonia	Pertamina	Indonesia	S. E. Asia

**EXAMPLES OF TECHNO ECONOMIC STUDIES (Continued)**

<b><u>Product</u></b>	<b><u>Company</u></b>	<b><u>Country</u></b>	<b><u>Area of Survey</u></b>
Nitrogenous Fertiliser	Pertamina	Indonesia	Asia Australia
LPG	Pertamina	Indonesia	S. E. Asia
Heavy Fuel Oil	Ethiopian Petroleum Co	Ethiopia	World
Polypropylene Granules	Pertamina	Indonesia	S.E. Asia/ Australia
Synthetic Fibres	Pertamina	Indonesia	S.E. Asia/ Australia
NPK Fertiliser	Vietnam Dev. Corp.	Vietnam	Asia
Industrial products	Cyprus Govt.	Cyprus	Europe/Middle East
Industrial Products	Huambo Dev. Corp.	Angola	Angola/West Africa
Glass Products	Denden Glass Co	Eritrea Horn of Africa	Middle East/ World
Perfume	Gulf Industrial	Abu Dhabi Corporation	Middle East/ World
Jewellery	Gulf Industrial	Abu Dhabi Corporation	Middle East/ World
Bottled aerated Water	Gulf Industrial Corporation	Abu Dhabi	Middle East/ World
PVC Pipe Fittings	Gulf Industrial	Abu Dhabi Corporation	Middle East/ World