Concrete Steel Reinforcement and Accessories

<table>
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<tr>
<th>Sector: Construction</th>
<th>Project Value: JD3M</th>
<th>Location: Zarqa and Aqaba</th>
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**Potential Opportunity**

Currently it is common practice in Jordan to weld steel concrete reinforcements on the building site. A wooden frame acting as a jig/fixture is put in place and a welder, together with other construction workers, will fabricate steel mesh reinforcing using manual spot welding techniques. This steel mesh reinforcing is then embedded within cement and sets as reinforced concrete.

Many countries pre-fabricate the steel reinforcing in a purpose built production facility; transport the reinforcing mesh to site at the appropriate time. There is an opportunity to consider such a facility, or number of facilities, in Jordan that could reduce costs and time for building construction.

**I. Description of the Business**

Development and operation of a concrete steel mesh fabrication plant and supplier of pre-fabricated reinforcing material to the construction industry. The business will require some investment in terms of bending and spot welding equipment and knowledge of the construction industry in Jordan.

Welding equipment costs some JOD75k from Europe. The business could be replicated in other regions.

Other than welding consumables and steel rod, there’s little in the way of supply chain requirements.
# Plant (Equipment) Hire Business

<table>
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<tr>
<th>Sector: Construction</th>
<th>Project Value: JD15M</th>
<th>Location: Amman, Mafraq Zarqa, Aqaba, Karak</th>
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**Potential Opportunity**

In the agricultural sector a lot of equipment is used in the region of 10 HP and below, this will be similar to motor vehicle industry and other trade type activities. The construction industry uses much heavier equipment. This heavy equipment is often only used occasionally for seasonal activities, or for a specific dedicated purpose and therefore could be more attractive to hire for a short period than purchase outright. Often the DIY sector may need a special purpose tool to complete a task at home and therefore the hiring of a tool is likely to more attractive.

The opportunity may exist for a ‘Plant Hire’ company in Jordan, with outlets in various parts of the region. The customer size and type of equipment will be subject to the pre-feasibility study.

## I. Description of the Business

Plant Hire business with various tools and plant suited for the Jordan market. The entry strategy could be at the low horse power end or large equipment.

These shops are likely to located in industrial/commercial locations and accessible to both trade and domestic user. Catalogues will be provided illustrating the equipment.

Equipment will be moved between outlets to reduce costs and maximize utilization.
National Handyman Company

*Sector:* Construction  
*Project Value:* JD4M  
*Location:* Amman, Irbid

**Potential Opportunity**

There are a number of handyman service companies operating successfully around the World. The service is predominately driven by home repairs and emergencies, with a 24 hour emergency call center. Handyman Staff are qualified tradesmen, holding public liability insurance.

Handyman companies cater to people without the time, tools, experience to undertake routine household and /or building repairs and maintenance. They also save people the problem of finding a trustworthy and competent tradesman. Services offered cover most trades: electrical, gas, plumbing, building, roofing, landscaping, glazing, painting and decorating, fitting locks and latches, building renovations etc. No job is too big or too small.

**I. Description of the Business**

National Handyman Service Company selling repair and maintenance services across the full spectrum of trades to home or building owners. Investment will be needed for call centre infrastructure, equipment, and working capital for market development purposes.

The company will operate QA/QC management procedures including random inspections and feedback from customers. There will be a set pricing scheme.

The business will look to a preference supply chain for procurement, economies of scale and supplier loyalty. Working closely with credit card, insurance and utility companies to provide a quality service to their customers. This will be part of a wider partnership network and warranty scheme, which can prove to be very lucrative.

The business will start in Amman, but could extend to cover the whole of Jordan and into the MENA region.
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<th>Multi Storey Car Parking</th>
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<td><strong>Sector:</strong> Real estate</td>
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**Potential Opportunity**

City congestion, land prices increasing, need to manage off road traffic and especially the availability of parking close to the working environment. These are commercial drivers that have led other countries to successfully develop of multi-storey car parking facilities. These provide sheltered, well managed, convenient and secure parking facilities for office workers and consumers at a price.

An ideal opportunity to introduce this approach to parking would be in Amman and/or sites such as the Queen Alia Airport extension.

**I. Description of the Business**

Multi-storey car parking management company, with the ability to manage the design and construction of a car parking facility in a commercial environment.

The investment will initially be in land and property, infrastructure, and security.
**Insulated Building Panel Manufacture**

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<th>Sector: Construction</th>
<th>Project Value: JD7.5M</th>
<th>Location: Irbid, Amman</th>
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**Potential Opportunity**

Insulated polymer building panels have been successfully used across the globe on low cost driven pre-fabricated buildings for distribution, industrial, leisure, and other similar industry structures. The building section provides an alternative to traditional construction methods, with advantages such as integral thermal and acoustic qualities, ease of construction etc... Insulated building panels tend to be bulky and relatively low value products with high distribution costs. There is a demand in the region and a real market opportunity for a domestic manufacturer and supplier of a complete range of medium quality (phenolic) sandwich panels.

**I. Description of the Business**

Composite low cost panel manufacturing facility to the industrial sector. The business will provide the basic resources and expertise to support the construction sector.

This will be a relatively low capital investment in automated proprietary equipment, with limited storage and distribution facilities.

Initial investment is likely to be in the region of JoD5M to JoD7.5M depending on the range of products selected, and housing of the equipment.
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<th>High Density Insulation</th>
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<td><strong>Sector:</strong> Construction</td>
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**Potential Opportunity**

Phenolic insulation is generally produced as a high density material. This solid structure in comparison to mineral wool insulation has a number of advantages. The surface can be covered with other materials such as reflective foils, to reduce heat flow. The structure is lightweight, manageable, far superior to mineral wool, and less likely to deteriorate due to age or handling.

Currently there are no high density insulation manufacturing facilities in Jordan. The benefits of reduced O&M and distribution costs plus access to an attractive market provide an excellent opportunity for a current supplier of mineral wool to diversify or a new entrant.

**I. Description of the Business**

A continuous thermal manufacturing facility, conveying systems, ingredient mixing, heating and curing process
### Estates and Facilities Management Company

| Sector: Real Estate | Project Value: JD5 -10M | Location: Amman, Irbid, Aqaba |

#### Potential Opportunity

Outsourcing or use of private contractors to manage facilities or Facilities Management (FM) has been unsuccessful in the local Heath Care sector as the provision and level of service has proved disappointing. The fundamental concept however makes sense – outsourcing non-core activities to expert service providers so that the sector managers can focus on their specializations and avoid reliance on in-house non-core departments that lack scale, effectiveness, and absorb inordinate time of the sector professional managers.

The key to facilities management is finding the service providers with appropriate expertise for each activity, rather than expect a facilities management company will be component in all fields of activity.

There are opportunities for Facilities Management in Jordan on a national scale; these opportunities can include building maintenance, security, catering, parking, and cleaning.

#### I. Description of the Business

A specialist facilities management company that targets key sectors and develops expertise within the support services sought by the property, health, and educational sectors. Primary investment will be the provision of equipment, premises, transport and on vocational training.