In the name of God

Pre-feasibility study form

Plan Name: Specialized Town of Handmade Carpets

Employer: Chaharmahal and Bakhtiari Industrial Estates Co.

Consulting Company: Kavosh Consultants Co.

Project Address: Shahrekord Industrial Estate

Initial date: ۲۰۲۱

Update ۲

SUMMARY OF THE FEASIBILITY STUDY

General Specification
Name of The Project: Feasibility studies - Specialized Town of Handmade Carpets
Project Capacity: ۱۰۰،۰۰۰ square meters of production - ۱۰۸،۰۰۰ visitors
Personnel Number: ٤۰۰ people
Working Days: ۲۸۸ Days
Product Usage: Carpet Industry
Marketing
Product Global Price: ۳۰ $ per Meter
Domestic Demand: ۲,٥ million Square meters
Domestic Production: ۲,۸ million Square meters
Import: ۱,۹۰۰,٤۱۷ kg
Export: ۳۹,٤۰۱,۰۸۱ kg
Technical Study
Land Area: ٤۰۰۰۰۰
Building Area: ۷٥٥۰۰
Main Raw Materials: Silk yarn, wool and ...
Supplying Place of Raw Materials: Local
Power Requirement: ٤٥۰۰۰۰۰ (kwh)
Water Requirement: ۲۱۰۹۳۰(m^3)
Fuel Requirement: ۲۱۰۰۰۰۰ (m^3)
Economical & Financial Study
Fixed Investment Cost (Rail's& other Currencies): ٤۷۱٦۸٥۲ Million Rials- ۱٦،۳۷۷،۹٥۸ Euro
Working Capital: ۲۷۰٥۸ Million Rials-۹۳،۹٥۱ Euro
Total Investment Cost: ٤۷٤۳۹۱۰ Million Rials- ۱٦،٤۷۱،۹۱۰ Euro
Annual Sale: ۸۰۰۰۰۰ Million Rials- ۲،۷۷۷،۷۷۸ Euro
Net Present Value(NPV): ۳۹۳۰۷۱۰ Million Rials-۱۳،٦٤۸،۲۹۹ Euro
Break Even Point(BEP): ۸۳۷۳۷٥ Million Rials- ۲،۹۰۷،٥٥۲ Euro
Internal Rate of Return(IRR): ۳٥٪
Investment Return Period: ۳ Years
Investment Sources Ratio Equity: ۳۰٪ Financing: ۷۰٪

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Introduction

Feasibility studies are expert studies that are carried out prior to the implementation of economic investment plans. In these studies, from the market, technical, financial and economic point of view, the plan is analyzed and its results used as a basis for investor decision making.

The present report is a feasibility study of Specialized town of handmade carpets. These studies have been prepared in the framework of feasibility studies methodology and according to the above methodology, the economic capacities and volume of investments required to execute the project will be estimated and presented so that investors and interested stakeholders can obtain all the information needed. Earn money and start investing in open-ended, open-minded economic investment. It is hoped that these auxiliary studies, however small, will contribute to the development of our country.

۱ -Product Introduction

Handmade carpet is considered as one of the important, export goods and a symbol of the Iranian nation, which is known internationally and approved by everyone. Iran has a significant share in the .production of world carpets, which has led to the development of Iran in the carpet weaving industry

Carpets and textile products are one of the most important equipments and goods that have been of special importance in human life from the past to the present; Because the use of these devices helps to create a sense of comfort and tranquility. Meanwhile, one of the most unique and popular types of carpets are handmade carpets, which are also among the ancient Iranian products. The question that may arise for buyers here is what is a handmade rug? Note that the word carpet is an Arabic phrase that has a broad meaning and refers to items such as carpet and plus. As a result, it can be said that the meaning of handmade carpet is the underlayment, which is woven by hand from yarn and fabric, .which naturally creates very beautiful designs on it and has many fans all over the world

History of handmade carpets

According to the ancient history of Iranian hand-woven carpets and rugs, it can be said that the product woven by Iranian artists is one of the best and most beautiful types of carpets in the world, which has been confirmed by international carpet experts. However, despite the fact that in ۱۳۲۸ AD, the first knotted carpets were used as horse cover or in nomadic tents, and then many advances were made in .the production of this product. AD returns

In recent years, with the advancement of technology in many fields, including the production of carpets, we have witnessed huge changes and developments in the production of this product; At the beginning of the production of carpets by Iranian artists, very simple designs and simple designs were implemented on these textile products, but over time, there was a dramatic change in the production of this product and this led to a unique diversity in the market of handmade carpets.

Historical handmade carpets

Among the important handmade carpets in the history of Iran, the following carpets and rugs can be mentioned:

• Pazyryk carpet: This carpet is ۲۵۰۰ years old and is woven in sizes of ۲۱۰ by ۱۸۳ cm and with about ۳۶۰۰ knots.

Baharestan Carpet: Known as Khosrow Bahar Carpet, which is an excellent carpet in the time of Khosrow Parviz.

• Safavid hand-woven carpets: Another of the most beautiful Iranian hand-woven carpets that shows the creativity and genius of artists during the Safavid rule, in this period, carpet weavers have left about ۱۵۰۰ carpets and rugs using designs.

• Toranj Animal Scene Carpet: Another Iranian carpet that is made of silk with a red background and beautiful designs, which has made it very popular.

Chelsea rugs: Another of the most beautiful rugs in the world is the Chelsea rug, which is kept in the rugs collection of the Victoria and Albert Museum in London.

Materials used in handmade carpets

One of the most significant things that has caused the popularity and popularity of Iranian handmade carpets is the materials used in these carpets, which have a very high quality and this is important along with the beauty of the product. One of the materials used in the weaving of Iranian hand-woven carpets is cotton and wool, which is known as carpet or woolen carpet. It can also be said that among the nomads, wool is used instead of yarn.

All kinds of handmade carpets

The following types of handmade carpets can be mentioned:

• All-silk carpet: Its lint and yarn are woven from high quality silk yarn.

• Silk flower: It is another type of handmade carpet or rug that is used instead of woolen fleece in the fringe period and in its patterns.

• Silk carpet: Another type of handmade carpet in which silk is used instead of wool.

Puff: Another type of handmade carpet and rug that has a base of thick and thin fabric and has a pattern and flowers and fluffy plants.

Handmade carpets abroad

The boundless beauty of Iranian carpets and the major production of this product by Iranian manufacturers has caused this product to have many fans abroad, as Iranian handmade carpets can be seen in many foreign luxury homes. Iranian carpets are exported to about ۸۰ to ۱۰۰ countries, the most important export markets of Iranian hand-woven carpets and rugs are the UAE, Lebanon, Italy, Pakistan, Germany and France.

European and Asian countries have a large share of Iranian handmade carpets. This is despite the fact that due to the major production of raw materials for handmade carpets in the country, there is no problem in supplying these materials despite sanctions, and the export of this product to other countries continues.

Handmade carpets in Iran

Iranian home decoration, according to the appropriate designs with the culture of the people, requires the selection of Iranian handmade carpets. In such a way that if a person wants to have a beautiful and at the same time luxurious decoration, he can create a unique and elegant atmosphere by matching the design of handmade carpets with other components of his home. However, because the manufacturers of this product have tried to market many different types of hand-woven carpets in various designs and colors, it can be said that dear customers can choose and buy this type of product according to their needs and tastes. And use it in your home**.**

۱-۱-Product Name and Code (ISIC ۳)

According to the information received from the Ministry of Industry, Mines and Trade, the ISIC code of the products of this project is in the sub-category ۱۷۲۲٤۱۲۳۳۸.

۱-۲-Customs Tariff Number

According to the Export and Import Regulations Book of ۲۰۲۰ and the Chamber of Commerce, Industries, Mines and Agriculture website, Specialized town of handmade carpets has a customs tariff code of ۵۷۰۲.

۱-۳- IMPORT AND EXPORT CONDITIONS

Basic salaries include customs duties, taxes, patents, types of duties and other remuneration received from imported goods and are equivalent to ٤٪ of the customs value of the goods. In sum, this is the income received from the business determined by the Board of Ministers in accordance with the relevant rules.

The import duty is ٥٥٪ according to the book of export regulations.

۱-٤- REVIEW AND PRESENTATION OF STANDARDS (NATIONAL OR INTERNATIONAL)

There is no direct standard for Cotton Fabrics. The standards are similar to this plan as follows:

Standard Name	Standard Number	Description
National Standard	۱۷۲۰	Textile flooring - Handmade silk carpets - Features
National Standard	۴۴۸۸	Properties of wool used in handmade carpet cream
National Standard	۱۱۴۳	Handmade rugs - Determine the length of the knot leg above the woven background

Source: http://www.isiri.org/

International standards related to the title of this project are as follows:

Standard Name	Standard Number	Description
ISO	F۰۲:۲۰۰۹-۱۰۵	Textiles — Tests for colour fastness — Part F۰۲: Specification for cotton and viscose adjacent fabrics
ISO	۶۷۵:۲۰۱۴	Textiles — Woven fabrics — Determination of dimensional change on commercial laundering near the boiling point
ISO	TC ۳۸/SC ۱	Tests for coloured textiles and colorants
ISO	TC ۳۸/SC ۲	Cleansing, finishing and water resistance tests
ISO	TC ۳۸/SC ۲٤	Conditioning atmospheres and physical tests for textile fabrics

۱-۵- REVIEWING AND PROVIDING NECESSARY INFORMATION ON DOMESTIC AND GLOBAL PRODUCTION PRICES AS WELL AS GLOBAL PRODUCT PRICES

The cost of producing cotton fabrics abroad per kilogram is about $ ۳۰ per meter. In the country, it starts from about ۸ million rials per meter.

۱-٦- EXPLAIN THE USES OF THE PRODUCT

By placing different types of carpets on the walls of the living and working place, a different experience of using carpets can be obtained.

۱- More beautiful decoration

Handmade rugs can accommodate a variety of tastes due to their wide variety of designs, patterns, colors, dimensions, and so on. The variety of designs of these carpets can be combined with a variety of classic and traditional to modern decorations. As a result, this beautiful variety can make the decoration of any home more eye-catching.

۲- More peace in the living and working environment

Another advantage of using carpets on the wall is the creation of acoustic sound. Natural fibers and wool used in handmade carpets have the ability to absorb more sound. This will make it less complicated at home and at work. Eventually, this will create more peace in your living space. For example, one of the advantages of having an acoustic space is that you can talk to each other in a slower voice and even enjoy music and TV.

In addition, with the increase in the construction of apartments and sometimes thin walls, it is very common for neighbors' voices to be heard inside other units as well. Installing carpet on such walls can solve this problem to some extent as sound insulation.

۳- Maintaining and creating the warmth of home and life

Using handmade rugs as wall hangings can also act as thermal insulation in the cold season. This prevents heat loss. These weaves retain heat like fur because of the use of materials such as wool in their warp and weft. On the other hand, they prevent the penetration of cold from the walls. For this reason, in many cold regions of Russia and the breakaway countries of the Soviet Union, carpets are used as wall hangings in decoration.

٤- Creating a feeling of a clean life

Regarding the handmade carpets mentioned in this article, we should mention that our attention is not only on expensive carpets. Rather, among the many weaves, there are many carpets that have been mentally woven by a nomadic and rural artist. Sometimes these designs are left without a similar and unique example.

٥- Artistic value of carpet

One of the types of wall decorations used by families is paintings. These paintings, which sometimes do not come with a small cost, have different material and spiritual values. We do not mean exquisite paintings that are bought at art auctions at very high prices.

The value of a painter's work is undoubtedly not hidden from anyone. But it is safe to say that the artistic and spiritual value of a handmade rug, given the amount of time it takes for a carpet weaver to create it, is not as much as it should be. As a result, installing a rug on the wall can make your artistic look more visible in the decoration of your home or workplace.

It should also be noted that the financial value of the usual paintings mentioned will not change much over time and finding a buyer is not easy for them. Handmade carpets, on the other hand, act as a capital. They do not lose their material value over time. Rather, they always have customers who are willing to buy them with higher numbers.

۱-۷-EXAMINE ALTERNATIVE PRODUCTS AND ANALYZE THEIR EFFECTS ON PRODUCT CONSUMPTION

Types of machine-made carpets, carpets, kilims, gabbehs, etc. are considered as alternatives to handmade carpets.

In recent years, the machine-made carpet industry in the country has made significant progress. Domestic products have reached such a variety in terms of material, design and color that they attract the eyes of every buyer and viewer. It has even reached the point where silk machine-made carpets with traditional designs that look very similar to handmade ones have entered the market. However, if we want to mention the obvious advantage of machine-made carpets over handmade, we will mention three points. Price, price and price, which of course in today's economic conditions is an undeniable advantage.

There are various models of long and low-lint machine-made kilims with simple designs that go well with both modern and classic decorations. Of course, it is an experience that says that simple and monochromatic carpets, but with long piles, usually match better with modern decoration, but in contrast to patterned and low-pile carpets, they come to more classic spaces.

However, handmade carpets have their own special and unique conditions.

۱-۸-STRATEGIC IMPORTANCE OF GOODS IN IRAN AND COUNTRIES OF THE REGION

Resistant economy with emphasis on internal advantages and self-reliance to repair defective structures and institutions and then their growth and development to support domestic production and employment requires prudent management that follows the policies of Article ٤٤ of the Constitution and implements the orders of the Supreme Leader of every Iranian Both the general

public and the governments of the time, in striving for this important goal, should consider it their duty to move in this direction.

Handmade carpets are of great importance as a showcase of Iran in the world. Handmade carpet is one of the products for which, in addition to currency for the country, no imports are made and based on examples and in line with the statements of the Supreme Leader in the framework of the goals of the resistance economy can introduce Iran in this industry much more advanced than today. The carpet industry and activities in this field, in line with the examples and statements of the Supreme Leader in the ٢٤ sections of the resistance economy, can be a manifestation of the following sections of the resistance economy; Creating employment (paragraph ٣), increasing the share of human capital through the promotion of education, skills, creativity and entrepreneurship (paragraph ٤), planning national production in line with export needs (paragraph ٩), involving the private sector in the sale of export products (paragraph ١٢), Empowerment of labor force (paragraph ٢), attention to jihadi culture in creating added value, wealth creation, entrepreneurship, productive employment (paragraph ١٩), supporting national production (paragraphs ٧ and ٩), people-centered economy and art and ...

Iran is a country that has material and spiritual capacities and its noble people are full of God-given and acquired art. And the creation of employment in the form of small, medium and large enterprises with low initial capital in order to create employment removes a heavy burden from governments. This industry-art has the potential for employment for all segments of society, both men and women of different ages. Compassionate officials of the country should consider this important as one of the main axes for implementing the slogan of ١٣٩٦ (resistance economy, employment and production). In Iran, about ٤ million people directly and indirectly make a living from this art-industry, and about ٣٨٪ of the world's carpet exports are accounted for by Iran. Unfortunately, in recent times, Iran's share of the art-industry exports has been declining. Today, according to the slogan of the year, it must be possible to repair this field and bring it to prosperity.

١-٩-MAJOR MANUFACTURING AND CONSUMER COUNTRIES

The following figure shows the major manufacturers and exporters of hand-woven carpets in the world:

List of exporters for the selected product in 2019

Product : 5701 Carpets and other textile floor coverings, of textile materials, knotted, whether or not made ...

	Exporters	Value exported in 2019 (USD thousand)	Trade balance in 2019 (USD thousand)	Quantity exported in 2019
	World	828085	6426	0
1	India	319481	315198	0
2	Pakistan	80710	79890	0
3	Iran, Islamic Republic of	73249	71440	0
4	Nepal	67406	67367	0
5	Turkey	47604	40596	2108
6	China	38274	29660	4323
7	Italy	35019	8851	582
8	United States of America	24039	-312000	1618
9	Germany	23478	-46014	666
10	United Kingdom	15885	-36689	977
11	France	9890	-6540	226
12	Afghanistan	9827	9817	0
13	Denmark	8687	742	442
14	Morocco	8543	8137	411
15	Netherlands	8324	-5163	440
16	United Arab Emirates	8064	-20649	0
17	Sweden	6976	-4188	205
18	Austria	6540	-8071	176
19	Spain	5271	-23	177
20	Portugal	3878	1958	206
21	Canada	3015	-24334	63
22	Belgium	2626	-2328	570
23	Switzerland	2397	-21479	67
24	Czech Republic	2375	-10417	383
25	South Africa	2190	-175	391
26	Poland	1689	-1937	173
27	Singapore	1334	-3422	78

The largest importers of hand-woven carpets:

List of importing markets for the product exported by Iran, Islamic Republic of in 2019 (Mirror

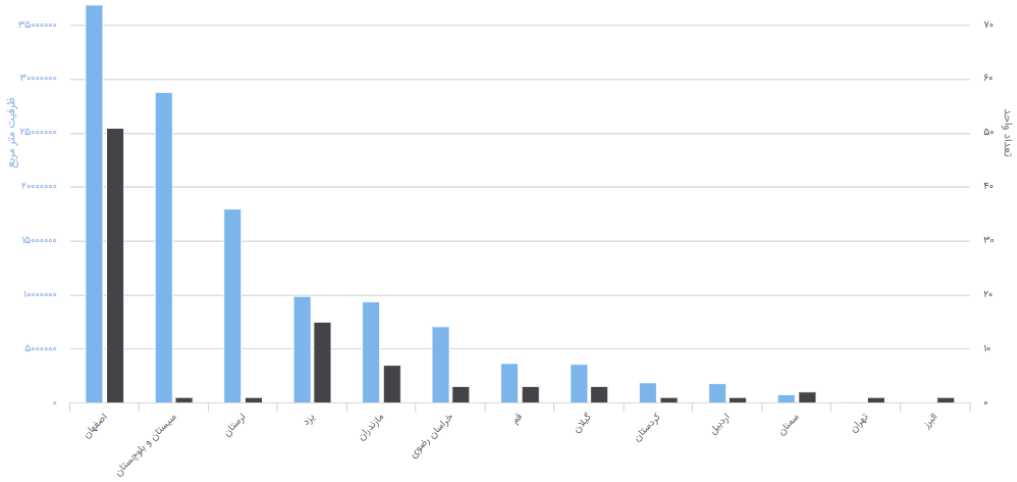
Product: 5701 Carpets and other textile floor coverings, of textile materials, knotted, whether or not n

	Importers	Value exported in 2019 (USD thousand)	Trade balance 2019 (USD thousand)	Share in Iran, Islamic Republic of's exports (%)
	Total	73249	71440	100
1	Japan	27787	27787	37.9
2	Germany	21723	21035	29.7
3	Switzerland	5282	5162	7.2
4	France	2329	2221	3.2
5	Italy	2252	1767	3.1
6	Denmark	2133	2132	2.9
7	Norway	1516	1516	2.1
8	Australia	1513	1499	2.1
9	Sweden	1253	1200	1.7
10	China	1210	1210	1.7
11	Canada	1180	1180	1.6
12	United Kingdom	989	980	1.4
13	Austria	848	847	1.2
14	Poland	729	729	1
15	Czech Republic	319	319	0.4
16	South Africa	308	308	0.4
17	Spain	214	214	0.3
18	Singapore	214	-31	0.3
19	Azerbaijan	207	207	0.3
20	Greece	147	147	0.2
21	Netherlands	135	132	0.2

۲- SUPPLY AND DEMAND SITUATION IN IRAN AND COUNTRIES IN THE REGION

۲-۱-AN EXAMINATION OF EXPLOITATION CAPACITY AND PRODUCTION PROCESS FROM THE BEGINNING OF THE THIRD DEVELPOMENT PLAN TO NOW

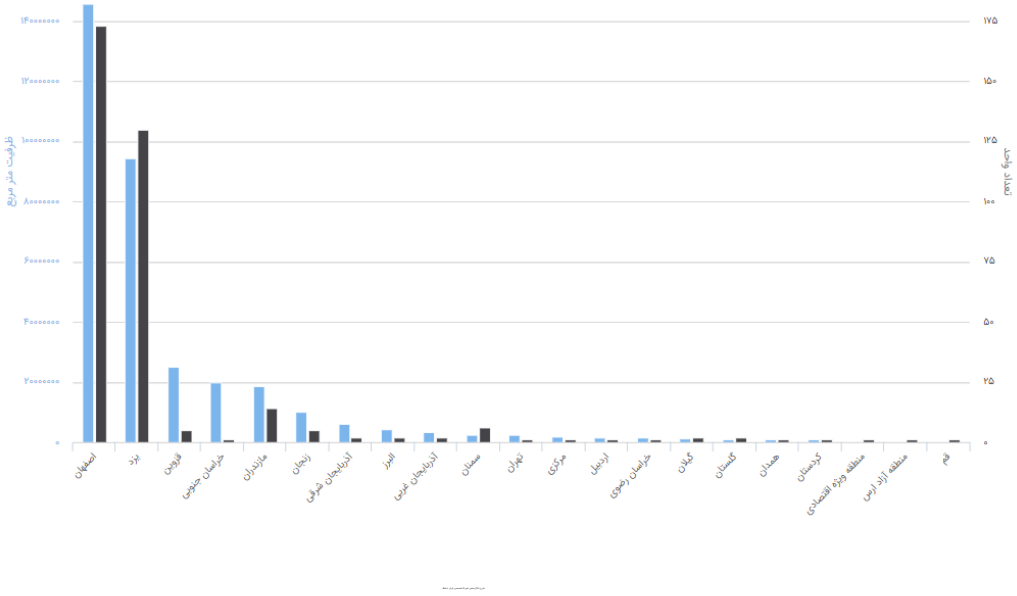
In the following figure and table, the specifications and capacity of units active in the field of Specialized town of handmade carpets based on the statistics of the Ministry of Industry, Mines and Trade are presented:



Source: Ministry of Industry, Mining and Commerce - Statistics and Information Center

۲-۲-CHECK THE STATUS OF NEW PROJECTS AND ONGOING DEVELOPMENT PLANS

By referring to the industrial database of the Ministry of Industry, Mines and Trade, the status and specifications of new projects in the Specialized town of handmade carpetss have been collected and entered in the following table:



Source: Ministry of Industry, Mining and Commerce - Statistics and Information Center

۲-۳-REVIEWING THE PROCESS OF PRODUCT IMPORTATION

According to the information in the book "Export and Import Regulations of the Customs of the Islamic Republic of Iran in ۲۰۱۸", Handmade Carpets is imported with customs tariffs of ۵۷۰۲. The amount of imports in the last ۵ years, along with the value in Rials and dollars, according to the announcement of the Chamber of Commerce, Industries, Mines and Agriculture, is as follows:
ISIC Code: ۵۲۰۸

Year	Dollar value	Rial value	Weight (kg)
۲۰۱۵	۳۷۴،۹۶۹	۸،۶۶۲،۲۷۷،۳۳۰	۹۸،۶۴۶
۲۰۱۶	۲،۶۴۷،۲۵۴	۷۰،۱۹۵،۷۳۹،۵۱۳	۱،۲۴۲،۵۴۷
۲۰۱۷	۱،۳۱۶،۲۹۹	۳۹،۰۴۷،۶۲۲،۶۳۳	۶۶۷،۹۰۲
۲۰۱۸	۳،۰۲۹،۵۲۳	۹۶،۰۹۴،۸۲۰،۵۱۰	۱،۵۹۴،۴۱۵
۲۰۱۹	۴،۰۰۹،۴۴۶	۱۳۸،۵۵۰،۱۰۳،۰۹۰	۱،۹۰۰،۴۹۷

Source: Tehran Chamber of Commerce, Industries, Mines and Agriculture http://www.tccim.ir/

۲-٤-MONTORING CONSUMPTION TRENDS

Iran Carpet Center stated that last year's production was ۲ million and ۸۰۰ thousand square meters, which has increased by ۲۷٪ in comparison with the year ۱۹۹۹.
Compared to previous years, it has had an average growth of ۱۵٪.

۲-۵-INVESTIGATE THE EXPORT PROCESS OF THE PRODUCT AND THE POSSIBILITY OF ITS DEVELOPMENT

According to the Chamber of Commerce, Industries, Mines and Agriculture, the statistics for the last five years are as follows:

ISIC Code: ۵۲۰۸

Year	Dollar value	Rial value	Weight (kg)
۲۰۱۵	۲۸۳،۷۹۶،۰۸۰	۷،۰۵۸،۶۳۲،۷۱۶،۸۵۵	۴۰،۱۴۶،۱۹۷
۲۰۱۶	۲۶۴،۹۹۶،۰۲۸	۷،۰۲۰،۷۶۱،۲۶۶،۳۲۸	۳۱،۹۶۲،۰۶۰
۲۰۱۷	۲۷۰،۵۴۰،۷۲۶	۸،۰۲۰،۰۲۶،۴۱۳،۲۸۰	۳۱،۲۲۶،۴۳۶
۲۰۱۸	۲۵۲،۹۷۷،۴۵۶	۷،۹۳۹،۰۲۲،۱۶۷،۶۶۵	۳۲،۰۸۱،۴۵۲
۲۰۱۹	۳۲۳،۵۹۶،۳۴۵	۱۱،۱۵۲،۱۲۲،۵۹۸،۹۲۳	۳۹،۴۰۱،۰۸۱

Source: Tehran Chamber of Commerce, Industries, Mines and Agriculture http://www.tccim.ir/

۲-۶- PRODUCT REQUIREMENT CHECK WITH EXPORT PRIORITY

In the contemporary world with amazing scientific and technological advances, the process of globalization and some effects of high industrial and post-industrial growth of emerging economic powers that accommodate nearly half of the world's population and global warming, the growth of legal and illegal immigrants, It has recently become more necessary to design and implement development programs.

Many countries, which in the contemporary period, especially in the past few decades, have been able to follow the path of progress and development, have accurately implemented specific economic, social and political programs, and after going through medium- or long-term programs. Progress and development have been achieved.

The first proposed development plan after the Islamic Revolution for the years ۱۹۸٤-۱۹۸۸ was prepared. The last development plan (Sixth Development Plan) was approved by the Islamic Consultative Assembly in March ۲۰۱۷.

In many developed countries, exports are the main focus of development and its presence in global markets is very important. Domestic production and its arena in the global competitive market, or in other words, exports, is one of the factors that can make countries independent. The importance and necessity of the presence of goods made by a country in the world market and the international economic environment is one of the most important factors of development. The role of exports in this regard is so important that many export experts consider the only successful path to economic development of a country in the global market.

The most important issue for any country like Iran is to achieve economic development and to have an economic, productive and export-oriented system. In order to achieve this, first of all, it is necessary to meet the domestic needs of the country and to expand the export of goods and services in excess of domestic consumption. To achieve a society where there is no poverty, unemployment and backwardness, efforts must be made for its economic growth. Along with economic growth, there must be justice and empowerment of the people of the society to manage their lives.

Exports play an important role in production and employment, so they require a lot of attention to expand and have an active presence in global markets. Exporters in the economic arena should also be encouraged.

The carpet industry is one of the main industries in Iran and has a significant role in the country's economy.

Iran's handmade carpet industry was considered more than other industries in certain periods. Developing and improving this industry through exports can be a way to eliminate a country's dependence on oil revenue sources, and as countries like India, Turkey and China have been successful in this regard.

۳-OVERVIEW OF TECHNOLOGY AND METHODS OF PRODUCTION AND SUPPLY IN THE COUNTRY AND COMPARISON WITH OTHER COUNTRIES

Preparation of raw materials

The weaving of handmade carpets is done with the help of raw materials and tools, including cotton yarn, wool, silk, carpet hanger, koji, comb, daf and hook. The type of fibers used varies according to the size of the carpet and the type of design and its role. For example, in silk carpet weaving, silk is used for cream and yarn. Materials such as cotton, wool and silk are also used for yarn or yarn. Also, for thinner and thicker fabrics, cotton with different twists is used.

Dyeing process

Among the production stages of handmade carpets, dyeing is one of the initial stages. Natural colors are used for this purpose. Dyeing is done in three ways: straight, stabilizing and bending. Natural raw materials such as plants and various insects are also used to prepare the paint. For example, it is used to prepare red and purple colors of rhubarb, safflower or some kind of insect. Also use the dried or fresh skin of the pomegranate to give a yellow color. It is obtained by combining pomegranate and stabilizers such as iron, yellow to brown and black.

Prepare the carpet hanger

This work is done by carpet weavers. Of course, in hand-woven carpet weaving workshops, which are produced with a large volume of carpets, artists who specialize in weaving do so and provide the prepared hanger to the carpet weaver.

It can also be used to prevent three different methods of Persian, Turkish and combined. But integrated weaving has more capabilities and uses. In addition, today, to increase the speed of

work, fully automatic machines perform carpet weaving in handmade carpet production workshops.

Nomadic carpet

After weaving, the carpet hanger is nominated and divided by special sticks that are placed in the width of the carpet. Coding is a way to adjust the wefts and easily weave the wefts.

Chain weaving

To start weaving a handmade carpet, after weaving and curling, the bottom of the carpet must first be chained. In addition to creating beauty at the beginning and end of the carpet, this creates the strength of the knots and arranges the threads up and down.

Carpet weaving

To increase the life and strength of the carpet, kilim weaving is done at the beginning and end. In simple terms, kilim weaving is the passing of thin and thick fabric through the threads under and on the carpet.

Handmade carpet texture

At this stage, the carpet weaver creates the carpet texture by creating several knots in the carpet. Two types of Persian and Turkish knots are mostly used for knotting. Of course, the Turkish knot is more durable and can not be easily untied. But at the same time, the carpet woven in this way will be stiffer.

But if an asymmetrical Persian knot is used in the texture of the handmade carpet, the strength of the knot is not as great as the Turkish knot. But the carpet will be bare and softer.

Map texture and layout

After weaving some of the carpet background, the texture of its patterns begins. To create patterns, you should use different colors to create a design on the carpet. Also, carpet designs are designed by designer artists and prepared by hand. Of course, today, with the help of computer software, many designs can be created, and if there are problems in the design and drawing process, it can be fixed and changed.

Kilim weaving and chain weaving

After weaving the carpet, the kilim weaving and chain weaving should be done again so that the carpet has enough strength and durability.

Bring down the carpet

After completing all the steps of producing handmade carpets, the carpet is pulled down from the carpet. Of course, this work requires the care and expertise of the carpet weaver. To do this, you can not cut all the carpets at once; Because it may cause the carpet to be distorted and create a wave in it.

In this case, all the efforts of carpet weavers will be wasted. To pull down the carpet, first the wefts are divided into several different parts and then each part is carefully cut with scissors so that the carpet does not get rippled.

Carpet payment

The steps mentioned in the weaving of handmade carpets are all related to the weaving process that is done by the carpet weaver. After the carpet texture is finished and pulled down, the carpet must be polished. Of course, in the weaving of small carpets at home, it is possible to polish the carpet after each row of carpets with the help of special scissors.

Also, in the past, more manual payments were more common. But now, due to the increase and breadth of the carpet texture, this work is done after the texture is finished and by the payment specialists. Special polishing machines with blades are used for this purpose. By moving the blades on the carpet, it is polished.

Carpet weaving

One of the stages of producing handmade carpets is the process of knitting the back of the carpet in the final parts. This is done with the help of flames so that some of the roots that protrude from the carpet texture are removed and the carpet looks beautiful from behind the work.

Carpet washing and color stabilization

At this stage of handmade carpet weaving, the carpet must be washed and its colors stabilized. Due to the fact that the colors used in the carpet texture are more plant and natural, it is possible to dye them with other carpet colors and other designs.

٤-DETERMINING THE STRENGTHS AND WEAKNESSES OF CONVENTIONAL TECHNOLOGIES IN THE PRODUCT MANUFACTURING PROCESS

According to the mentioned explanations, the strengths and weaknesses of conventional technologies in product production are as follows:

Strengths:

- High production speed
- Existence of sufficient technical knowledge in the country
- The cost-effectiveness of this method in terms of spending less time to design and set up the process
- Reduce energy consumption for washing and dyeing

weak points:

- The need to have high expertise
- The generality of the production method of this product in most active units
- The need for large capital in the provision of machinery in proportion
- Dependence of product quality on raw materials and yarn used

۵- INVESTIGATE AND DETERMINE THE MINIMUM ECONOMIC CAPACITY, INCLUDING ESTIMATING THE VOLUME OF FIXED INVESTMENT IN RIAL AND FOREIGN CURRENCY

EXPLANATION: EXCHANGE RATE BASED ON NIMA SYSTEM - DATED ۲۰۲۲-۰۸ - AMOUNT: ۲۸۸۰۰۰ RIALS

Project Investment Schedule:

Description	Cost (Million Rials)	Cost (Euro)
Landscaping	۶۲۲۷۰۰	۲،۱۶۲،۱۵۲/۷۸
Construction	۲۴۸۴۰۰۰	۸،۶۲۵،۰۰۰/۰۰
Production line machinery and equipment	۱۰۱۱۰۰۰	۳،۵۱۰،۴۱۶/۶۷
laboratory equipment	۱۲۴۵۴۰	۴۳۲،۴۳۰/۵۶
Utilities	۲۵۰۰۰۰	۸۶۸،۰۵۵/۵۶
transportation	۳۵۷۴۱	۱۲۴،۱۰۰/۶۹
Office equipment	۱۰۵۲۰	۳۶،۵۲۷/۷۸
Miscellaneous and unforeseen	۱۷۸۳۵۱	۶۱۹،۲۷۴/۳۱
Total	۴۷۱۶۸۵۲	۱۶،۳۷۷،۹۵۸/۳۳

The ground specification of the project implementation is as follows:

Description	Area (Hectares)
Land	۴۰

Explanation: According to the correspondence, the land of this project will be provided by the government.

The cost of landscaping is as follows:

Description	Area	Unit Price (Rials)	Total (Million Rials)	Total (Euro)
Digging and leveling	۴۰۰۰۰۰	۱۲۵۰۰۰۰	۵۰۰,۰۰۰	۱,۷۳۶,۱۱۱/۱۱
Fencing	۲۸۰۰	۱۵۰۰۰۰۰	۴۲۰۰	۱۴,۵۸۳/۳۳
Asphalt and pavement paving	۱۵۰۰۰	۱۱۰۰۰۰۰	۱۶۵۰۰	۵۷,۲۹۱/۶۷
Green space and lighting	۴۵۰۰۰	۱۴۰۰۰۰۰	۶۳۰۰۰	۲۱۸,۷۵۰/۰۰
Other			۳۹۰۰۰	۱۳۵,۴۱۶/۶۷
Total			۶۲۲۷۰۰	۲,۱۶۲,۱۵۲/۷۸

Building Information:

Description	Building type	Area	Unit Price (Rials)	Total (Million Rials)	Total (Euro)
Production and warehousing	Niches	۵۴۰۰۰	۳۰۰۰۰۰۰۰	۱۶۲۰۰۰۰	۵,۶۲۵,۰۰۰/۰۰
Official	Niches	۷۰۰	۶۰۰۰۰۰۰۰	۴۲۰۰۰	۱۴۵,۸۳۳/۳۳
Exhibitions, commercial offices and ...	Official	۱۸۵۰۰	۴۰۰۰۰۰۰۰	۷۴۰۰۰۰	۲,۵۶۹,۴۴۴/۴۴
Utilities	Niches	۲۰۰۰	۳۵۰۰۰۰۰۰	۷۰۰۰۰	۲۴۳,۰۵۵/۵۶
Guard		۳۰۰	۴۰۰۰۰۰۰۰	۱۲۰۰۰	۴۱,۶۶۶/۶۷
Total		۷۵۵۰۰		۲۴۸۴۰۰۰	۸,۶۲۵,۰۰۰/۰۰

Utilities:

Description	Cost (Million Rials)	Cost (Euro)
Power supply (power branch + transformers and all electrical systems)	۷۰۰۰۰	۲٤۳،۰۵۵/۵٦
Water, sewage and plumbing	۴۰۰۰۰	۱۳۸،۸۸۸/۸۹
Fuel	۳۵۰۰۰	۱۲۱،۵۲۷/۷۸
Heating and cooling appliances	۱۲۰۰۰	٤۱،٦٦٦/٦۷
Protective equipment and security system	۳۵۰۰	۱۲،۱۵۲/۷۸
Compressed air supply	۷۵۰۰	۲٦،۰٤۱/٦۷
Other cases	۸۲۰۰۰	۲۸٤،۷۲۲/۲۲
Total	۲۵۰۰۰۰	۸٦۸،۰۵۵/۵٦

Transportation:

Description	Technical Specifications	Number	Cost (Million Rials)	Cost (Euro)
Forklifts	۳ ton	۱	۷۵۰۰	۲٦،۰٤۱/٦۷
Pickup	Nissan	۳	Factory ۲٦۰ million Tomans Free market ۳۵۰ million tomans	۱۲،۱۵۲/۷۸
Riding	Samand	۳	Factory ۱٦۰ million Tomans Free market ۳۰۰ million tomans	۱۰،٤۱٦/٦۷
Total			۳۵۷۴۱	۱۲٤،۱۰۰/٦۹

Equipment and Machinery:

Manufacturing machinery is the most important part of industrial investment. The machinery of each manufacturing complex determines the quality and variety of products, production technology, raw materials, and many of the methods, costs of production, and even the finished product price. Machinery selection is a critical and influential factor in the macroeconomic indicators of the plan. The cost of producing the machinery and equipment of the production line is estimated on the basis of inquiries from major manufacturing companies or reputable agencies. It also calculates the cost of procuring machinery, including shipping, installation, customs duties, and so on.

The world's leading companies producing the main equipment for the Specialized town of handmade carpets process can be listed as follows: MAYER & CIE ،ORIZIO ،Santoni, and ... But due to the capabilities of domestic specialists, the machinery of this project including reactors, furnaces, etc. can easily be supplied from Iran at a more reasonable cost. The price range for all of these companies is about ۱۰ percent. The price of machines for this process is given in the table below.

Number	Name	Required amount	Currency (Euro)	cost (million rials)	Rial sum (million rials
۱	Dyeing and restoration units	۱	۱،۱۱۱،۱۱۱/۱۱	۳۲۰۰۰۰	۳۲۰۰۰۰
۲	Specialized carpet washing	۱	۵۲۰،۸۳۳/۳۳	۱۵۰۰۰۰	۱۵۰۰۰۰
۳	Ergonomic carpet maker and specialized tools	۲	۳۴۷،۲۲۲/۲۲	۱۰۰۰۰۰	۱۰۰۰۰۰
٤	Chinese wool and wool sorting	۱	۲۷۷،۷۷۷/۷۸	۸۰۰۰۰	۸۰۰۰۰
٥	Specialized wool washing	۲	۳۱۲،۵۰۰/۰۰	۹۰۰۰۰	۹۰۰۰۰
٦	Spinning (industrial and hand spinning)	۱	۲۹۵،۱۳۸/۸۹	۸۵۰۰۰	۸۵۰۰۰
۷	packing	۱	۱۲۱،۵۲۷/۷۸	۳۵۰۰۰	۳۵۰۰۰
۸	Other cases	۱	۵۲٤،۳۰۵/۵٦	۱۵۱۰۰۰	۱۵۱۰۰۰
Total (million rials)				۱۰۱۱۰۰۰	
Total (Euro)				۳،۵۱۰،٤۱٦/٦۷	

laboratory equipment:

Number	Name	Currency (Euro)	Rial Cost (Million Rials)	Rial sum million) (rials
۱	laboratory equipment	٤۳۲،۲۹	۱۲٤٥٤۰۰۰۰۰۰۰	۱۲٤٥٤۰
Total		۱۲٤٥٤۰		

Office equipment:

Number	Name	The required amount	Currency (Euro)	Rial Cost (Million Rials
۱	Management table with chair	۱۰	۲،۷۷۷/۷۸	۸۰۰

۲	Conference table and conference chair	۱۰	۲،۲۵۶/۹٤	۶۵۰
۳	Computer desk and chair	۳۰	۱،۰٤۱/٦۷	۳۰۰
٤	Office desk and chair	۳۰	۱،٦٦٦/٦۷	۴۸۰
٥	Secretary's desk and chair	۲۰	٤۸٦/۱۱	۱۴۰
٦	Showcase	۲۰	۹۰۲/۷۸	۲۶۰
۷	Library	۲۰	۱،۳۸۸/۸۹	۴۰۰
۸	Quad slider file	۳۰	٦۲٥/۰۰	۱۸۰
۹	Waiting chair comfort	۶۰	۷۲۹/۱۷	۲۱۰
۱۰	Dining table and chair	۱۰ Series	٦۹٤/٤٤	۲۰۰
۱۱	Computer	۶۰	۱۳،٥٤۱/٦۷	۳۹۰۰
۱۲	Printer and Scanner	۳۰	٤،۱٦٦/٦۷	۱۲۰۰
۱۳	Fax	۳۰	۲،۰۸۳/۳۳	۶۰۰
۱٤	Telephone	۷۰	۸٦۸/۰٦	۲۵۰
۱٥	Fingerprint Attendance Device	۱۰	۱،۰٤۱/٦۷	۳۰۰
۱٦	Wireless and Internet equipment	۱۰	٥۲۰/۸۳	۱۵۰
۱۷	Office stationery	۱۰	۱،۱۱۱/۱۱	۳۲۰
۱۸	Central central system	٤۰ Series	۲٤۳/۰٦	۷۰
۱۹	Other	۱	۳۸۱/۹٤	۱۱۰
Total (Million Rials)		۱۰٥۲۰		
Total (Euro)		۳٦،٥۲۷/۷۸		

Working Capital Costs:

Name	Description	Cost (Million Rials)	Cost (Euro)
Raw materials and packaging	۹۰ Days	۱٥۰۰۰۰	٥۲۰،۸۳۳/۳۳
salary	۳۰ Days	۳۳۳۷	۱۱،٥۸٦/۸۱
Energy costs	۳۰ Days	۸۸۰	۳،۰٥٥/٥٦
revolving fund	۱٥ Days	۱۷۶۰	٦،۱۱۱/۱۱
Total		۲۷۰٥۸	۹۳،۹٥۱/۳۹

Production costs:

Description	Cost (Million Rials)	Cost (Euro)
Cost of raw materials and packaging	۶۳۹۸۰	۲۲۲،۱۵۲/۷۸
Salary Cost	۳۰۲۸۷۵	۱،۰۵۱،۶۴۹/۳۱
Energy costs	۲۱۸۱۷	۷۵،۷۵۳/۴۷
Cost of maintenance	۲۶۸۹۳۵	۹۳۳،۸۰۲/۰۸
Unforeseen cost of production	۴۶۱۷۷	۱۶۰،۳۳۶/۸۱
Administrative and sales costs	۷۰۳۷۸۴	۲،۴۴۳،۶۹۴/۴۴
Costs of financial facilities	۶۳۹۸۰	۲۲۲،۱۵۲/۷۸
Insurance costs	۳۰۲۸۷۵	۱،۰۵۱،۶۴۹/۳۱
Depreciation cost	۲۱۸۱۷	۷۵،۷۵۳/۴۷
Depreciation expense before operation	۲۶۸۹۳۵	۹۳۳،۸۰۲/۰۸
Total	۴۶۱۷۷	۱۶۰،۳۳۶/۸۱

۶-THE AMOUNT OF RAW MATERIAL NEEDED ANNUALLY AND WHERE IT IS SUPPLIED

Number	Description	Consumption per unit product	Unit of consumption	Amount of Consumption Required for Total Capacity	Rial equivalent (per unit)	Place of supply	Cost (Million Rials)
۱	Wool, fluff, silk, cotton yarn and	۰/۹	Boards / meters	۱۰۰۰۰۰	۵۷۵۸۲۰۰	Internal	۵۷۵۸۲

۲	Other	۰/۱	Boards / meters	۱۰۰۰۰۰	۶۳۹۸۰۰	Internal	۶۳۹۸
Total (Million Rials)							۶۳۹۸۰
Total (Euro)							۲۲۲,۱۵۲/۷۸

۷-RISK ANALYSIS OF PROJECT IMPLEMENTATION

Studies show that in the next year the market will be in short supply and there will be a greater need for imports. So it can be said that the implementation of new projects in this field is not very risky because in addition to the domestic market there is easily good potential to export this product to neighboring countries and if for any reason the applicant intends to undertake this plan, it is necessary to act with caution and superiority over other industrial units and by examining further the weaknesses and strengths as internal factors as well as opportunities and opportunities. Threats as external factors minimize project risk.

۸- HUMAN RESOURCES AND NUMBER OF JOBS

One important aspect of any industrial unit is its job creation, which is thoroughly examined in the market segment. Due to the nature of the industry and the need for ۳ shifts to work, it has been attempted to select the number of personnel in a manner that addresses the production needs of the two shifts. It has also been tried to use related specialties in different parts of production.
To calculate the amount of annual salaries and benefits, three shifts and other benefits have been added to the annual salary. For this purpose, the annual salary is set at ۱۶,٤ months per year

Description	Gender	Number	Monthly salary per person (Million Rials)	Monthly salary (Million Rials)	Annual salaries (Million rials)	Annual salaries (Euro)
Managing Director	Man	۱	۸۰	۸۰	۱,۳۱۲	٤،٥٥٥/٥٦
financial manager	Man	۳	۶۵	۱۹۵	۳۱۹۸	۱۱،۱۰٤/۱۷
Marketing Manager	Man	۳	۶۵	۱۹۵	۳۱۹۸	۱۱،۱۰٤/۱۷

Financial, sales and administrative personnel	Female	۵	۵۵	۲۷۵	۴۵۱۰	۱۵،۶۵۹/۷۲
warehouse keeper	Man	۱۰	۴۵	۴۵۰	۷۳۸۰	۲۵،۶۲۵/۰۰
Line Administrator	Man	۱۵	۵۳	۷۹۵	۱۳۰۳۸	۴۵،۲۷۰/۸۳
skilled worker	Man	۵۵	۴۹	۲۶۹۵	۴۴,۱۹۸	۱۵۳،۴۶۵/۲۸
Semi-skilled worker	Man	۱۰۰	۴۵	۴۵۰۰	۷۳۸۰۰	۲۵۶،۲۵۰/۰۰
worker	Man	۱۷۲	۴۰	۶۸۸۰	۱۱۲۸۳۲	۳۹۱،۷۷۷/۷۸
Service	Female	۱۵	۴۰	۶۰۰	۹۸۴۰	۳۴،۱۶۶/۶۷
Guard	Man	۱۰	۴۰	۴۰۰	۶۵۶۰	۲۲،۷۷۷/۷۸
Driver	Man	۶	۴۴	۲۶۴	۴۳۲۹/۶	۱۵،۰۳۳/۳۳
Secretary	Female	۵	۴۰	۲۰۰	۱,۳۱۲	۴،۵۵۵/۵۶
Other					۱۷۳۶۷	۶۰،۳۰۲/۰۸
Total		۴۰۰			۳۰۲۸۷۵	۱،۰۵۱،۶۴۹/۳۱

۹- CHECK AND DETERMINE THE AMOUNT OF WATER, ELECTRICITY, FUEL AND ...

Description	Unit	annual consumption	Cost per unit in Rials	Total Cost (Million Rials)	Total Cost (Euro)
Power Consumption	KWh	۴۵۰۰۰۰۰	۶۴۸	۴,۲۲۶	۱۴،۶۷۳/۶۱
Water Consumption	Cubic meters	۲۱۰۹۳۰	۱۹۷۳	۷۰۹۲	۲۴،۶۲۵/۰۰
Gas	Cubic meters	۲۱۰۰۰۰۰	۱۰۰۰	۱۰۵۰۰	۳۶،۴۵۸/۳۳
Total				۲۱۸۱۷	۷۵،۷۵۳/۴۷

۱۰- CONDITIONS OF ECONOMIC AND COMMERCIAL SUPPORT

۱۰-۱- CUSTOMS TARIFF SUPPORT (PRODUCTS AND MACHINES) WITH GLOBAL TARIFFS

Support for fertilizer producers, especially Specialized town of handmade carpets, is part of the Agricultural Support Service Company program and is monitored periodically by a technical working group on behalf of the company and the Ministry of Agriculture and Water and Soil to monitor the quality of fertilizers. The agricultural support services company relies on domestic production and a significant reduction in fertilizer imports, including the supply of fertilizers, organic fertilizers, biofertilizers, microbes and more. Also, in most petrochemical companies, unfortunately, some of the raw materials and machinery needed are supplied from abroad, which come to Iran after initial tests and technical examinations, and in the absence of problems. Therefore, the customs duty received is about ١٠٪ of the total imported genus. It also requires payment of customs duties if the product is exported. Although in recent years appropriate incentives have been adopted to encourage domestic producers to export their products, which has led to increased exports, but more attention must be paid to this issue by the authorities.

١٠-٢- FINANCIAL SUPPORT (EXISTING UNITS AND PLANS) OF BANKS - INVESTOR COMPANIES

Long-term facilities to finance part of the investment costs for the creation or development of industrial, mining and tourism units or to provide the necessary conditions for optimal utilization of these units, the facility bank in foreign currency and rial in the form of an Islamic contract Grants.

Terms:

١- Only financial facility projects that have the necessary technical, financial and economic justification are granted.

٢- The granting of facilities to natural persons up to one billion rials shall be permitted and the payment of such facilities shall be exclusively permitted to legal persons.

٣- The Bank typically finances up to ٧٠٪ of the project's fixed capital investment as a facility, while ٣٠٪ of the total project investment (including fixed capital and working capital) must be provided by the applicant as paid-in company capital. .

٤- The repayment period of the facility is typically a maximum of ٥ years. It was the Bank's authority to change this period to suit the status of the plans.

٥- When applying for a facility, the applicant shall open a loan account.

٦-In general, ٣٠٪ of the total project investment must be financed by the investor and the bank can invest up to the remaining ٧٠٪.

Steps:

١-Acceptance: At this stage the applicant can apply to any bank branch and submit his / her application. If the plan is not on the priority list, the Bank agrees to provide the justification.

٢- Compilation of project justification report: Applicant prepares justification report through Bank Consulting Engineer companies.
٣- Acceptance: At this stage, the project justification report will be delivered to the branch with the required documentation.
٤- Evaluation and approval: The Bank's justification report will be reviewed and if approved, the facility payment will be approved by the competent authority.
٥- Contract: After providing the required documents and guarantees, the contract for granting the facility will be concluded.
٦- Payment: The project progress report will be prepared at the time specified by the consulting engineer and submitted to the bank. Once the progress report has been approved by the bank, payment is made as appropriate to the progress of the plan.

١١-ANALYZING AND PRESENTING FINAL CONCLUSIONS AND PROPOSALS FOR THE CONSTRUCTION OF NEW UNITS

- One of the basic principles of sustainable production is to improve soil quality from fertility and to return nutrients absorbed by plants to the soil. Fortunately, we are very successful in the field of biofertilizers in the country. The use of these fertilizers not only contributes to environmental sustainability, but also to food security. Due to the growing of the agricultural industry, the need for farmers to use different fertilizers such as Specialized town of handmade carpets is very high. Although the process of this product is not complicated, for unknown reasons this product is produced in small quantities in Iran and according to the Chamber of Commerce, Industry, Mines and Agriculture, its imports amounted to about ٤٧،٥٤٩،٣٦٢ kg in ٢٠١٨. Therefore, if access to the raw material, applicants are suggested to build one (or several) ٢٠،٠٠٠ tonnes (or even more) units in different areas (especially deprived areas). The plan is to start operating at ٦٠ percent capacity in the first year and increase below capacity in the following years, respectively.

prime cost	٥,٩ million Rials / Meter - ٢٠ Euro
Selling prices of products	٨ million Rials / Meter - ٢٨ Euro
Total Sales (Million Rials)	٨٠٠٠٠٠ million Rials -٢,٧٧٧,٧٧٨ Euro

Profit (Million Rials)	۲۰۸,۰۰۰ million rials - ۷۲۲,۲۲۲ Euro
Gross Value Added (Million Rials)	۲۰۷۵۲۸ million Rials - ۷۲۰،۵۸۳ Euro
Net Value Added (Million Rials)	۱۹۴۶۸۵ million rials - ۶۷۵,۹۹۰ Euro
Ratio of gross value added to total sales	۰/۲۶
Ratio of net added value to total sales	۰/۲٤
Ratio of gross value added to investment	۰/۲۱
Return of capital	۳