

Basic data to draw up a  
**BUSINESS PLAN**  
 in view of establishing a  
**WYBUNIT TRADING COMPANY**

See also more detailed data on a separate sheet available on request

All components being simple and easy to manufacture, belonging to the construction sector is by no way imperative to establish the WYBUNIT TRADING COMPANY.

**HUGE POTENTIAL MARKET** ⇒ 1 m<sup>2</sup> (10.76 sq.ft.) per inhabitant every year in developed countries

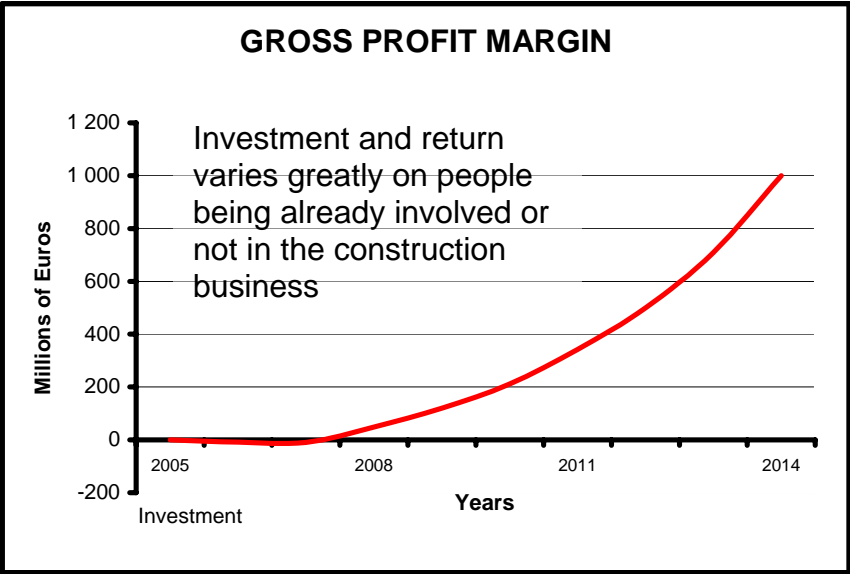
⇒ 300 millions inhabitants ⇔ 300 millions m<sup>2</sup> / year  
 ⇒ 300 millions m<sup>2</sup> ⇔ 2 000 000 houses (of 150m<sup>2</sup> = 1614 sq.ft.) / year  
 ⇔ 150 000 buildings (of 20 apartments) / year

WYBUNIT STEEL CONSUMPTION :  
 5 to 10 Metric tons per dwelling.  
 (Future = getting near to the auto industry)

**GROSS PROFIT MARGIN**

In 2008 : 1 % of the market = 50 millions €/ year  
 In 2012 : 10% of the market = 500 millions €/ year  
 In 2014 : 20% of the market = 1000 millions €/ year

On purpose underestimated  
 Depends on the rate of investment



**INVESTMENT** over less than 3 years

- Purchase of technology,
- Erect a demonstration building (usable and thus profitable),
- Attending commercial fairs,
- Marketing

**EXPECTED SALES**

▪ WYBUNIT STRUCTURE	22 %	free (due to patents)
▪ MAIN COMPONENTS	27 %	15 %
▪ OTHER COMPONENTS	51 %	10 %
▪ TOTAL	100 %	

**EXPECTED PROFIT MARGIN**

1. Business opportunities [CLIC](#)

3. Commercialization [CLIC](#)

5. Prototype [CLIC](#)

6. Contact us [CLIC](#)