



ECHEM

Investment Strategy



Echem Investment Strategy

- o **Echem develops its investment strategy to ensure expeditious development of its robust petrochemicals projects**
- o **Echem investment strategy intends to convert national resources into economic value and to offer its partners in investment a viable worth**

Echem Investment Strategy



Echem Business Model

Core Competencies

**Sufficient
Natural Resources**

**Institutional &
Legal Structure**

**Relevant
Experience**

**Stable
Macro Economic
Policies**

**Competitive
Advantage**

**Structural
Incentives**

Market Size

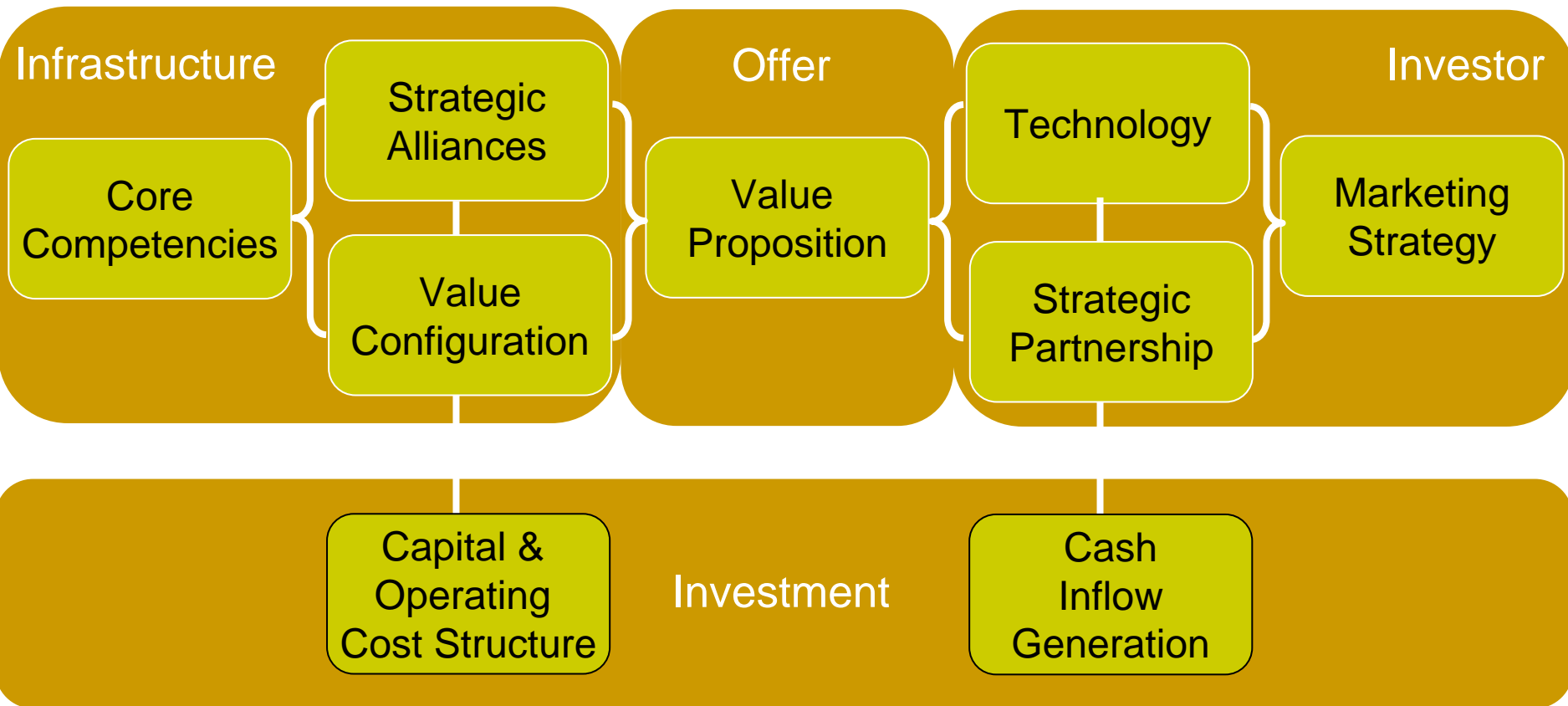
**Core
Competencies**

**Investment
Guarantees**

**Exit
Strategy**

**Geographical
Setting**

Echem Business Model



Business Model Ingredients

- **Value Proposition**
- **Import substitute/ increase export**
- **Value Chain Structure**
- **Revenue Generation and Margins**
- **Position in the Value Network**
- **Competitive Strategy**

Echem Business Process

- **Pre-feasibility study**
- **Joint venture partner selection**
- **Steering committee**
- **Formation of the project's company**
- **Detailed bankable feasibility study**

Echem Business Process (Cont'd)

- **Participation and facilitation of feedstock and off-taker agreements**
- **Diversified resources for financing projects**
- **Participation in equity**
- **Applying profitable exit strategy**