

Agromax **OMC PLUS**

Urea Enhancer

Feasibility Study UREA Plant

1000 MT per day production (appx)

Agromax OMC PLUS

Urea Enhancer

UNCOATED



Vs.

COATED WITH
Agromax OMC PLUS

Organic Sustained
release coating



Embedded with
Essential Nutrients

Enhances
Nitrogen Uptake



Dose of Agròmax OMC PLUS

Instead of using 2 bags of Urea,
use 1 bag of Urea + 1 kg Agròmax OMC PLUS thus saving

Urea 1 kg = \$ 0.40
1 bag (50 kg) = \$ 20
2 bags (100 kg) = \$ 40



\$ 40

50 kg + 50 kg = **100 kg**



Vs

Urea 1 kg = \$ 0.40
1 bag (50 kg) = \$ 20
1 kg Agròmax OMC PLUS = \$ 10



\$ 30

50 kg + 1 kg = **51 kg**



\$ 10 Savings

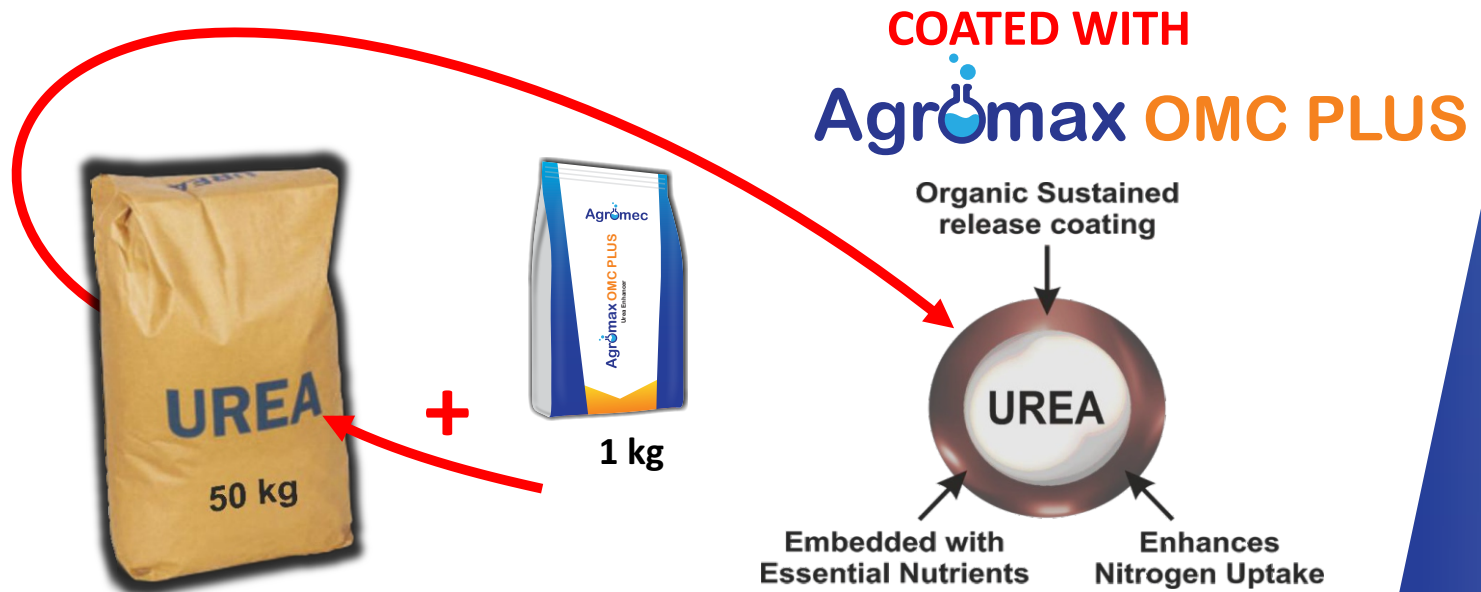


+



Agròmax OMC PLUS

Urea Enhancer
Earnings per Bag



Per Bag Earning = \$ 10

Agromax OMC PLUS Urea Enhancer

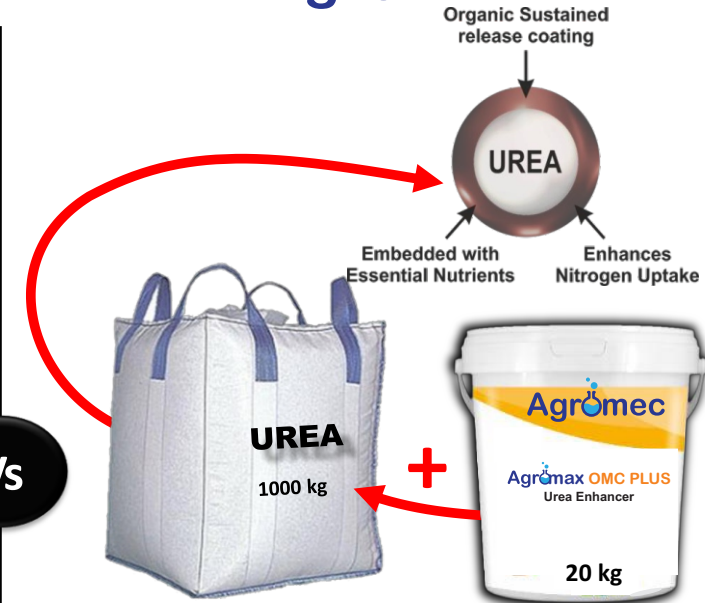
Earnings per MT

Uncoated Urea



UREA 1 MT	=	\$ 400
UREA 2 MT	=	\$ 800
TOTAL COST	=	\$ 800

COATED WITH Agromax OMC PLUS

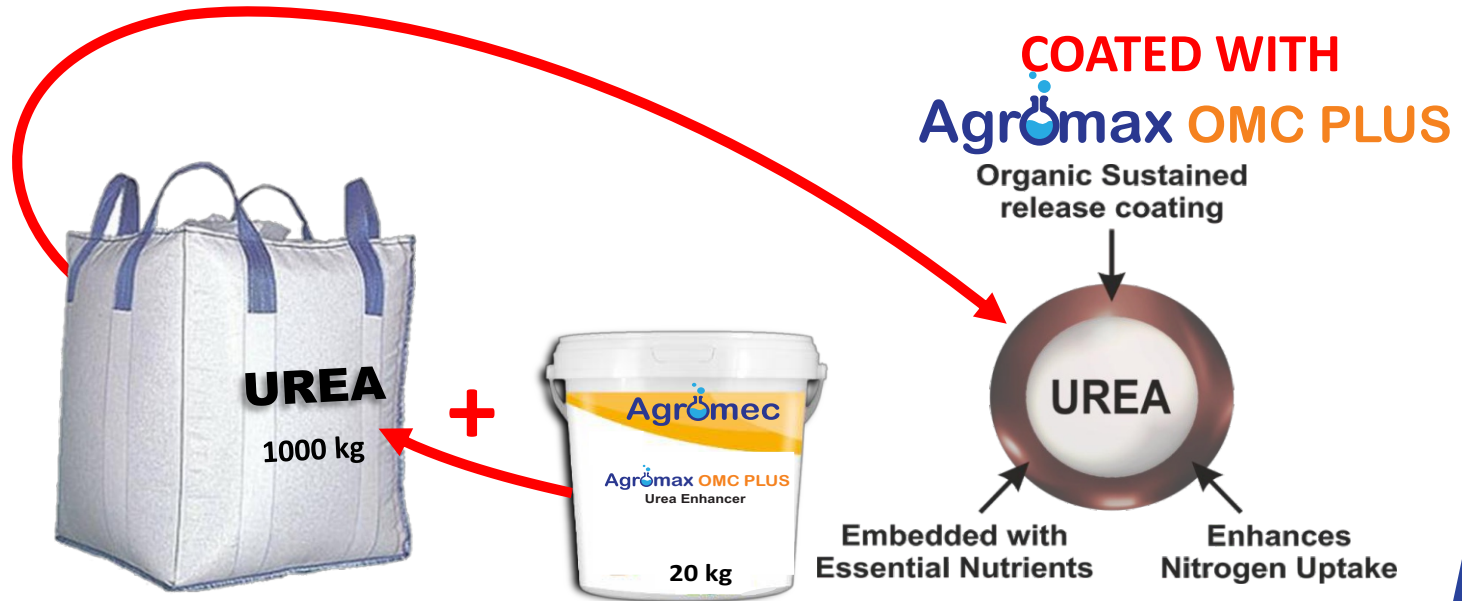


Vs

UREA 1 MT	=	\$ 400
+ 20 KG Agromax OMC PLUS	=	\$ 200
TOTAL COST	=	\$ 600
Saving Per MT	=	\$ 200

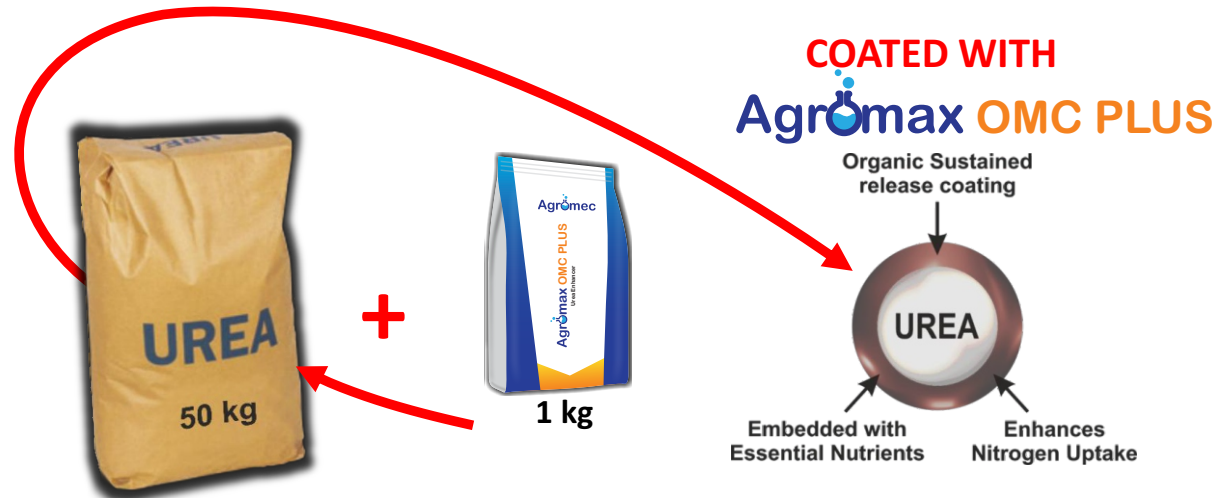
Agromax OMC PLUS Urea Enhancer

Earnings per MT



Saving Per MT = \$ 200

Hypothetical Distribution of Earnings



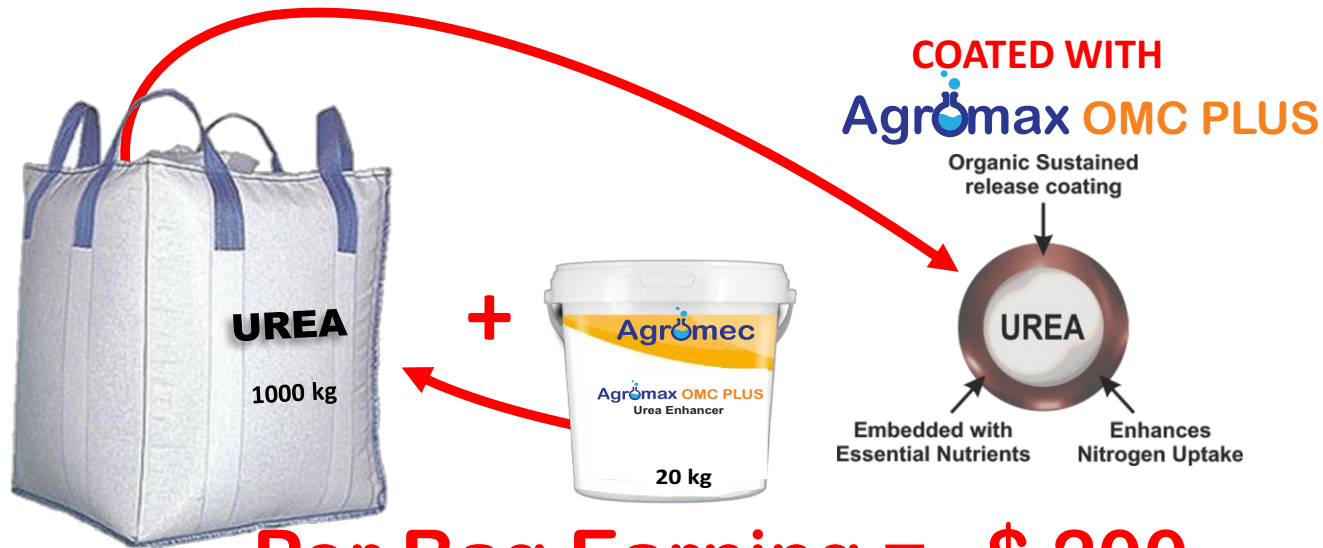
Per Bag Earning = \$ 10

Cost Benefit to the Farmer \$ 2.5

Sales Promotion Budget \$ 2.5

Net Profit to the company \$ 5

Hypothetical Distribution of Earnings



Per Bag Earning = \$ 200

Cost Benefit to the Farmer \$ 50

Sales Promotion Budget \$ 50

Net Profit to the company \$ 100

Hypothetical Calculation approx. 10% of M/s. INDORAMA Nigeria's Capacity

	UREA Agròmax⁺ OMC PLUS
Daily Production Capacity	1000 MT
Number of Bags per Day	20000
EARNING PER BAG	\$ 10
EARNING PER DAY	\$ 200000
EARNING PER ANNUM	\$ 73 M

Thank you