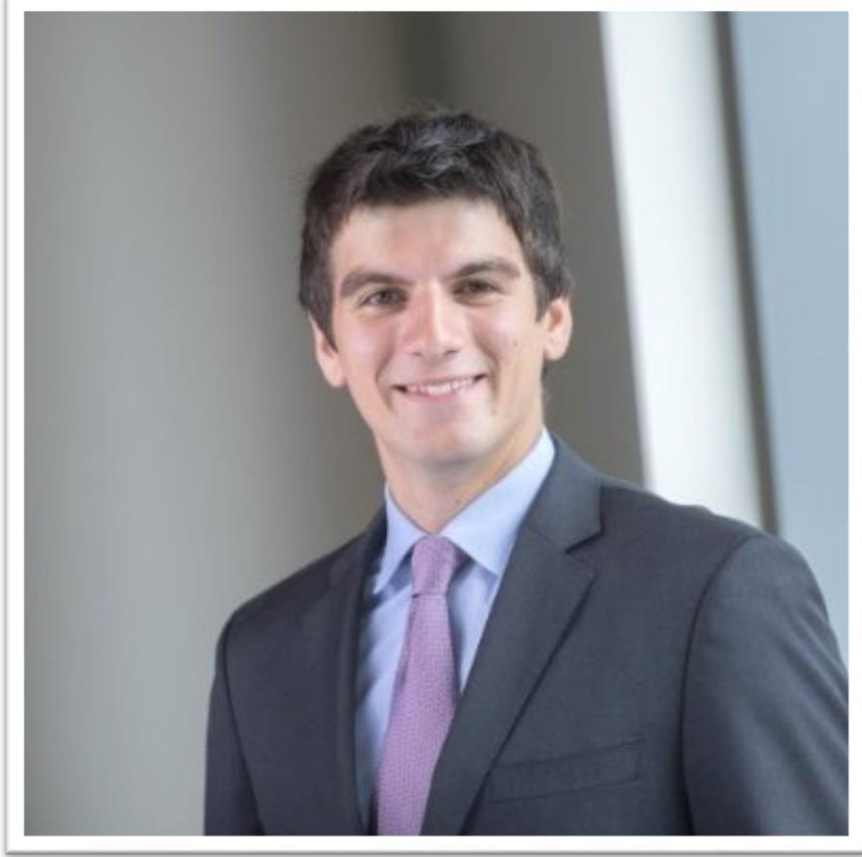




*arthur
energy
advisors*

Global Entrepreneurship Lab 2016
Arthur Energy Advisors | Accra, Ghana



Mike Bittarelli
MBA '17



Aileen Hagerman
MBA '17



BK Kim
MBA '17



Marco Poltera
MBA '17

BUSINESS PROBLEM

- Investigate viability of establishing tire retreading business in Ghana.
- Understand financial investment required for tire retreading and payback period.



RECOMMENDATIONS

- Market size estimated \$25-35M. Price discounts for retreaded tires of 35% expected (compared to new tires).
- 3 year payback period possible with 2,200 annual vehicles serviced by year 3. CapEx estimated to be \$300K.
- Focus on corporate customers willing to pay a premium for quality tires; perceived and actual quality of retreads biggest risk.

