

Drinking Straw Production in Nigeria; the Feasibility Report

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Abstracts

Extensive market research has revealed that drinking straw is an everyday consumer goods used by everyone. Thus, the market is ongoing and is not dependent on economic cycles and can be described as a FMCG (fast-moving consumer goods) commodity market. There is also the opportunity of broadening and expanding the product offering to fast food centre's / eateries, schools, hotels and homes.

A drinking straw is a short tube intended for transferring a beverage from its container to the mouth of the drinker by use of suction. A thin tube of plastic (such as polypropylene and polystyrene) or other material, straight or with an angle-adjustable bellows segment, it is employed by being held with one end in the mouth and another end in the drink. Muscular action reduces air pressure in the mouth, whereupon atmospheric pressure forces the beverage up the straw.

Straw is a product of convenience which provides comfort especially for children that makes up about 40% of our entire population of about 165 million people and even adults while drinking the liquid content in a container.

The market for drinking straw is national. With a population of over 165 million people and an estimated national population growth rate of 5.7% per annum ,an average economic growth rate of 3.5% per annum in the past five {5} years, Nigeria has a large market for drinking straw.

The demand is high but local supply low hence the need for importation of the products.

This feasibility report is to examine the financial viability or otherwise of establishing drinking straw production plant in Nigeria sourcing for polypropylene (PP) as raw

material, with the use of master batch, after melting, extrusion, shaping, cooling, pulling to produce colorless, color, two-color, three color drinking straw.

The production capacity of the proposed business is 35,000 pieces per hour with production diameter of 1 mm – 14 mm and Length of 3mm - 1000mm.

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