

**MARKET RESEARCH OF IRON
AND STEEL IN ALBANIA**

**BY
TIRANA RDA**

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I. MARKET DEFINITION

- Sector analysis
- Market segmentation
- Market trends

II. MARKET SIZE

- The total market of steel (production, import and export).
- Leading manufacturer and trade marks
- Production quantity in Albania
- Yearly imported quantities. Name of importing companies
- Classification of the price (use of import and domestic price)

III. INDUSTRY DEFINITION

- Introduction and history
- The world history of production and use of steel
 - World consumption (statistics, if)
- History of steel production in Albania.
- Number of production companies
- Discovery of steel resources in Albania, the main characteristics
- Exploitation of steel mineral sources with the aim for exporting, exported quantities.
- Exploitation of mineral for steel production in Albania, establishment of steel industry.
- The difficulties steel industry has faced in Albania.
- History of steel utilization in Albania
- Different scopes of use.
- Main types of steel in use, quantities.

IV. MARKET COMPETITION

- Iron and steel importing companies.
- Consumer companies of steel (construction, mechanical industry etc).
 - Construction industry trends in Albania.
- Advertising and promotion (local companies)
- Main suppliers (foreign companies).
- Distribution channels (import-export)
- Company profile competition

V. THE PROSPECTIVE OF STEEL. NATIONAL PRODUCTION AND THE IMPORT

- The prospective of construction industry development and the link with the population and living standard.
- The growing trends of steel consumption.
- The trends of steel production in Albania and its import.