

Bachelor's Thesis

Title of the Thesis

DEVELOPMENT AND IMPLEMENTATION OF THE INTERNATIONAL
INVESTMENT

PROJECT: Investment in Tunisia: Opening a manufacturing company in Tunisia

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ABSTRACT

The thesis titled "The Development and Implementation of the International Investment Project: Opening a Manufacturing Company in Tunisia" aims to provide a comprehensive analysis of the process involved in establishing a manufacturing company in Tunisia. The study focuses on the practical aspects of setting up an international investment project, including the legal and regulatory framework, infrastructure, logistics, and human resources.

The research methodology employed in this thesis is qualitative and follows a case study approach. The primary data was collected through semi-structured interviews with stakeholders involved in the project, while secondary data was sourced from academic literature, official reports, and other relevant sources.

The findings of this thesis highlight the challenges and opportunities of investing in Tunisia, including the country's strategic location, skilled labor force, and attractive investment incentives. The study provides insights into the critical success factors for international investment projects, such as effective management, local partnerships, and government support.

The thesis concludes by outlining the lessons learned from the case study and proposing recommendations for companies considering investment in Tunisia. These include developing a comprehensive understanding of the local market, building relationships with local stakeholders, and investing in training and development of human resources.

Key words: Tunisia, Investment, Investment climate, GDP, unemployment rate, inflation rate, Market trends, Major problems of the Tunisian economy

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