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Ministry of Higher Education and Scientific Research
Mohamed Boudiaf University of M'sila
Entrepreneurship Development Center of the University of M'sila



Institute : Urban Technology Management

Department : Urban Planning

Level and specialization : Master 2 in Urban Planning

Final dissertation for a university degree – Economic business project

Project title

**Integration of the health and environmental dimensions in urban complexes:
A therapeutic urbanism perspective in Tiaret**

Introduction within the framework of obtaining the economic enterprise certificate (mini-company), in accordance with ministerial decision 1275 , as amended and supplemented by Ministerial Decision No. 008 dated 23 February 2025

Commercial name of the company

ECO-SHIFA

Company slogan



**Designing spaces that heal — where nature
meets urban life**

Academic Year: 2025 / 2026



ملحق بالقرار رقم 1082 المؤرخ في 27 ديسمبر 2020
الذي يحدد القواعد المتعلقة بالوقاية من السرقة العلمية ومكافحتها

الجمهورية الجزائرية الديمقراطية الشعبية
وزارة التعليم العالي والبحث العلمي

مؤسسة التعليم العالي والبحث العلمي : جامعة محمد بوضياف - المسيلة

تصريح شرفي

خاص بالالتزام بقواعد النزاهة العلمية لانجاز بحث

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السيد [ة]: بهاجر بن هناء فاطمة الصفة (أستاذ، باحث، طالب): طالب
الحامل (ة) لبطاقة التعريف الوطنية رقم: 289089603 والصادرة بتاريخ: 2023/04/03
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و المكلف [ة] بانجاز أعمال بحث [مذكرة التخرج، مذكرة ماستر، مذكرة ماجستير، أطروحة دكتوراه]

عنوانها: Integration of the Health and Environmental Dimensions
in Urban Complexes: A Therapeutic Urbanism Perspective in Tizi

أصريح بشرفي أنني ألتزم بمراعاة المعايير العلمية والمنهجية و معايير الأخلاقيات المهنية و التزامه الأكاديمية المطلوبة في انجاز
البحث المذكور أعلاه.

التاريخ: 30/05/2026

توقيع المعني [ة]



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تصريح شرقي

خاص بالالتزام بقواعد النزاهة العلمية لانجاز بحث

أنا المفضي أسفله:

المسيد (أ) بن حليمة حيسماء الصفة (استاذ باحث، طالب): طالب

العامل (أ) لبطاقة التعرف الوطنية رقم: 40.67.67222 والصادرة بتاريخ: 31/8/2023

المسجل (أ) بحجة /معهد: مسيير التقنيات الحضرية قسم: العمران والبيئة

و المكلف (أ) بانجاز أعمال بحث (مذكرة التخرج، مذكرة ماستر، مذكرة ماجستير، أطروحة دكتوراه)

عنوانها: Integration of the Health and Environmental

Dimension in Urban Complexes: A Therapeutic Urbanism
Perspective in Tiarat

أصبح شرقي أنني ألتزم بمراعاة المعايير العلمية والمهنية ومعايير الأخلاقيات المهنية والالتزام الأكاديمية المطلوبة في انجاز
البحث المذكور أعلاه.

التاريخ: 30/5/2026

توقيع المعني (أ)

Abstract:

This study revolves around the establishment of an innovative micro-enterprise named "**ECO-SHIFA**", functioning as a Territorial Development and Sustainable Urban Design Studio based in Tiaret Province. The project primarily aims to bridge the current gap in the architectural market by integrating health and environmental dimensions into the urban fabric, utilizing pioneering approaches such as "Healing Urbanism", "Productive Urbanism", and "Biophilic Design".

The enterprise leverages advanced digital technologies, Geographical Information Systems (GIS), Building Information Modeling (BIM), and microclimate simulations to deliver high-precision spatial designs. Its core services encompass therapeutic architectural design, sensory landscape engineering, environmental impact assessments (EIA), and urban compliance consulting tailored to support public authorities and private investors.

To validate the project's viability, a pilot study was conducted on a 13-hectare plot in Tiaret City, chosen for its adaptability to therapeutic spatial requirements. Backed by a comprehensive market and financial feasibility study, the business model demonstrates a robust competitive advantage through innovation and technical differentiation. Ultimately, "ECO-SHIFA" seeks to align local urban growth with sustainable development goals (SDGs), enhancing community public health and boosting regional attractiveness.

الملخص:

تتمحور هذه الدراسة حول مشروع إنشاء مؤسسة مصغرة ومبتكرة تحمل الاسم التجاري "ECO-SHIFA"، وهي عبارة عن مكتب دراسات في تهيئة الإقليم والتطوير العقاري المستدام بولاية تيارت. يهدف المشروع بصفة رئيسية إلى سد الفجوة القائمة في السوق المعمارية المحلية من خلال دمج الأبعاد الصحية والبيئية ضمن النسيج العمراني، بالاعتماد على مقاربات حديثة تتمثل في "العمران العلاجي (Healing Urbanism)" و"العمران الإنتاجي"، بالإضافة إلى "التصميم البيوفيلي". تعتمد المؤسسة في تسييرها وإعداد دراساتها التقنية على توظيف التكنولوجيات الرقمية المتقدمة ونظم المعلومات الجغرافية (GIS)، إلى جانب نمذجة معلومات المباني (BIM) والمحاكاة المناخية. وتتمثل حزمة الخدمات المقترحة في تقديم الاستشارات الهندسية، تصميم المساحات والحدائق الحسية، وإعداد دراسات التأثير البيئي والامتثال العمراني لمرافقة المستثمرين والقطاع العام. تمت دراسة جدوى المشروع من خلال تقديم نموذج تجريبي على وعاء عقاري بمساحة 13 هكتاراً بمدينة تيارت ملائم للتصميم العلاجي المستدام، مدعوماً بدراسة سوق معمقة تبين الفئات المستهدفة، وميزة تنافسية مبنية على استراتيجية التمايز والريادة التكنولوجية لتلبية معايير التنمية المستدامة والارتقاء بجودة الحياة والصحة العامة للمواطنين.

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Firstly: Work team and supervision

1. Work team

Project Team	Specialization	Institute	Experience / Expertise in the Project Field
Student: BELKAOUI Hanaa Fatima	Urban Planning	GTU	Knowledge in therapeutic urbanism, biophilic design, sustainable planning, spatial analysis, and urban project conception.
Student: BENHALIMA Maissa	Urban Planning	GTU	Skills in urban analysis, architectural and environmental planning, landscape integration, and project development related to wellness and therapeutic spaces.

2. Supervision team

Supervisor	Specialization	Institute
Principal Supervisor Dr. Dogha Mohamed Soufiane	Architecture	GTU

Secondly: Project presentation:

ECO-SHIFA" is a micro-enterprise (Territorial Development Study Office) based in the Wilaya of Tiaret. It aims to integrate environmental and health dimensions into the urban fabric by applying the concepts of "Healing Urbanism" and "Productive Urbanism".

The enterprise relies on digitization and Geographical Information Systems (GIS) technologies to design and develop sustainable urban spaces that promote public health. It specializes in providing consultancy and preparing environmental and urban compliance studies to support investors and local authorities in realizing their projects.

Activity code (according to CNRC)	Activity sector	Determination of the activity
607084 (Bureau d'études en aménagement du territoire)	Sector 06: Services	Core Activity: Preparing or contributing to the preparation of territorial development (aménagement du territoire) tools and/or studies; notably those specified in Law No. 01-20 concerning territorial development and sustainable development, and Law No. 10-02 regarding the approval of the National Territorial Development Plan.

Regulated Activity Status:

- Permit Type: Agreement (Agrément).
- Granting Authority (Tutelage): Ministry of Environment.
- Legal & Regulatory Reference: Executive Decree No. 21-93 dated March 9, 2021, fixing the conditions and modalities for exercising the activity of territorial development study offices.

Thirdly: Description of the project idea:

1. What are our services:

- Therapeutic Urban and Architectural Design Designing therapeutic spaces, complexes, and natural environments that promote physical and psychological well-being.
- Architectural Consultancy and Planning Technical studies and consultancy for health, recreational, and environmental projects.
- Construction Supervision and Technical Monitoring Overseeing construction works and ensuring compliance with therapeutic and sustainable design standards.
- Biophilic and Sustainable Design Integrating natural elements, green spaces, and eco-friendly solutions into projects.
- 3D Modeling and Technical Visualization Producing architectural plans, digital simulations, and visualizations for projects.
- Rehabilitation and Wellness Space Development Designing spaces for relaxation, meditation, and rehabilitation for various user groups.

- Landscape and Environmental Design Creating sensory gardens, therapeutic pathways, and outdoor recreational areas.

2. Who will buy my services

- a) Public Sector Municipalities, hospitals, and public institutions working in health, tourism, and environmental planning.
- b) Investors and Developers Tourism and real estate investors looking for eco-friendly and sustainable projects.
- c) Companies and Engineering Firms Companies seeking healthy work environments, and engineering firms needing specialized design services.
- d) Associations and Organizations Health associations and NGOs focused on sustainable development and community well-being.
- e) Individual Clients High-net-worth individuals and private landowners looking for customized residential and landscape designs.
- f) Educational and Research Institutions Universities and research centers interested in urban studies and digital modeling.

3. Where Will My Project Be Located and How Will My Services Reach Customers:

Part One: Project Location

- Office Headquarters: Tiaret Province, close to local authorities and investors.
- Pilot Study Site: A 13-hectare land parcel in Tiaret City, selected for its topography and climate suited for therapeutic and biophilic design.

Part Two: How Services Will Reach Customers

a) Direct Communication

- Meetings with municipalities, architects, and real estate investors.
- Participation in public tenders and government consultations.
- Site visits and customized technical presentations.

b) Digital Presence

- A professional website showcasing work and studies.
- A LinkedIn page targeting institutions and professionals.
- Instagram and Facebook accounts for architectural visualizations.
- Email marketing campaigns presenting offers to investors.

c) Architectural Service Delivery

- Digital and physical architectural dossiers with studies and technical plans.
- 3D visualizations, virtual walkthroughs, and visual simulations.
- BIM and CAD files with precise construction drawings.

- Interactive online presentations for clients outside the region.
- d) Networking and Partnerships
 - Collaboration with multidisciplinary engineering firms.
 - Partnerships with construction companies for design-build contracts.
 - Academic cooperation with universities and research centers.
 - Participation in national and international architectural competitions.

4. How Will My Project Operate:

ECO-SHIFA operates as a central coordination and project management entity, relying on its specialized internal team and a network of external partners, organized across four main pillars:

- a) Technical Partners This pillar includes structural engineering offices responsible for the safety of installations, MEP engineers for designing ventilation and water systems, and surveyors for studying and analyzing the site before construction.
- b) Construction and Execution Partners This includes construction companies and contractors responsible for the physical execution of projects, site supervisors for daily progress monitoring, and landscaping companies for planting green spaces and therapeutic pathways.
- c) Specialist Collaborators This covers urban planners and environmental consultants for environmental impact studies, 3D artists for producing visual simulations, and sustainable design experts for obtaining green building certifications.
- d) Institutional Partners This includes municipalities and local authorities for obtaining permits and approvals, health institutions for ensuring designs comply with medical standards, and universities and research centers for supporting the academic and research aspects of projects.

5. Justifications for Choosing This Project Idea:

The idea behind ECO-SHIFA emerged in response to an existing gap in the architectural market, where most urban spaces are designed for purely functional purposes while the psychological and health needs of users are neglected. The project is built on the concepts of Therapeutic Urbanism and Biophilic Design — two emerging approaches that are still underdeveloped in Algeria, giving the micro-enterprise a first-mover advantage and a distinctive competitive position in the local market.

- a) Responding to Societal Needs
 - Human-centered spaces that reduce stress, anxiety, and mental fatigue.
 - Sustainable infrastructures that promote biodiversity and climate resilience.
 - Specialized rehabilitation and wellness facilities for health recovery.

- High-quality public spaces that foster social cohesion and community health.
- b) Innovation in the Algerian Market
 - Specialized architecture and therapeutic urban planning.
 - Landscape engineering and sensory garden design.
 - Environmental sustainability and eco-friendly materials.
- c) Economic Potential
 - Wellness tourism and healthcare infrastructure.
 - Real estate development and green urban infrastructure.
 - Municipal contracts, forestry, and environmental planning.
 - Private residential landscaping and sustainable construction.
- d) Alignment with Global Trends
 - Sustainable Development Goals (SDGs) and green infrastructure.
 - Mental health awareness and urban well-being.
 - Climate-responsive and adaptive city design.
- e) Personal Motivation The project reflects a deep academic and professional interest in innovative urban planning, and represents the ideal opportunity to translate academic knowledge and technical expertise into a socially impactful entrepreneurial venture.

Fourthly: Market study

1. Nature and intensity of competition: who are the direct and indirect competitors?

Competitors	Nature of competition		Strength of competition		
	Indirect	Direct	Strong	Medium	Weak
Traditional Architectural Offices: Standard architectural designs and local permits.		×	×		
Engineering & Technical Consulting Offices (BET): Structural calculations and technical studies.		×		×	
Construction & Landscaping Companies: Site execution and outdoor landscaping works.		×		×	
Freelance Architects & 3D Designers: Architectural services at low cost.		×		×	

Real Estate Development Companies: Integrated urban projects developed internally.	×			×	
Environmental & Sustainability Firms: Eco-design and energy efficiency.		×			×
Interior Design & Decoration Studios: Indoor aesthetics and furniture.	×				×
Wellness Resort & Tourism Designers: High-end therapeutic tourism infrastructure.	×				×

1.1. Enterprise Strategies for Dealing with Competitors

- a) **Differentiation Strategy** Offering a unique integrated package combining: therapeutic architectural design, biophilic urban planning, sensory garden design, environmental supervision, and 3D modeling with climatic simulation.
- b) **Partnership and Networking Strategy** Collaborating with large firms as a specialized subcontractor, and forming partnerships with engineering offices and construction companies to execute design and supervision contracts.
- c) **Niche Market Focus Strategy** Focusing on markets with weak to moderate competition: wellness tourism, rehabilitation of hospital and nursing home spaces, sensory garden design for schools and social institutions, and small public projects ignored by large firms.
- d) **Value-Based Pricing Strategy** Pricing services based on the added value delivered to the client: increased occupancy rates, higher property value, and improved reputation of health or tourism facilities.
- e) **Thought Leadership and Digital Marketing Strategy** Publishing studies and articles on LinkedIn and social media, producing 3D videos of the pilot project, and creating a professional website and digital portfolio that surpasses local competitors.
- f) **Pilot Project Entry Strategy** Offering free or symbolic-cost preliminary designs to municipalities and hospitals to build references, and participating in small public tenders (under 5 million DZD) to establish a track record.
- g) **Protection Against Imitation Strategy** Documenting the working methodology in the "ECO-SHIFA Therapeutic Design Standard" guide, focusing on advanced software (BIM, microclimate simulation, biophilic lighting analysis), and building lasting relationships with clients and partners.

2. Target Market Size and Potential Market Size

2.1. Target Market Size

Element	Details
Target segments	- Municipalities (42 municipalities in Tiaret Province) - Executive directorates (14 administrative districts) - Public hospitals and health institutions (6 hospitals and healthcare centers in Tiaret) - Private tourism investors - Real estate developers active in western Algeria
Estimated count (Tiaret and surrounding area)	- Public sector: 42 municipalities + 14 administrative districts + 6 hospitals = approximately 62 institutional entities - Real estate developers: Approximately 15 real estate and development agencies in Greater Tiaret
Location	- Municipalities and districts: Tiaret city center + the 14 district capitals - Hospitals: Tiaret, Frenda, Mahdia - Investors and developers: Tiaret, Oued Lili, Ain Dzarit, and major nearby cities (Oran, Saida, Mascara)
Access methods	- Municipalities and districts: Official correspondence, public tenders, direct meetings with district heads or equipment directors - Hospitals: Via health directors or department heads (rehabilitation, psychiatry) - Private sector: Economic fairs, Chamber of Commerce, personal referrals

2.2. Potential Market Size

The potential market consists of individuals or institutions that currently demand or could potentially demand the enterprise's services in the future, even if not directly targeted today.

Element	Details
Who will buy our services?	- Expanded public sector: All municipalities of Tiaret province (42) + western Algerian provinces (Tissemsilt 22, Mascara 47, Saida 16, Relizane 38, Oran 26) — total of 191 municipalities. - National agencies: ANAT, URBAT, AADL. - Public and private health sector: Clinics, multi-service medical centers, rehabilitation centers, nursing homes, addiction treatment centers. - Education and research sector: Universities and research centers.

	- Specialized associations: Environmental associations, mental health, disability support, elderly care. - High-net-worth individuals: Private landowners in rural or mountainous areas wishing to create ecological therapeutic residences.
What motivates them to buy?	- Public sector: Need to meet sustainable development standards, improve urban quality of life, and reduce pressure on health facilities through preventive design. - Health sector: Improve treatment outcomes, reduce stress for patients and staff, and differentiate from other health facilities. - Tourism sector: Increase occupancy rates and attract therapeutic tourism. - Real estate developers: Increase property value (additional 20–30%), and meet market demand for healthy housing. - Associations and social institutions: Improve quality of life for vulnerable groups through specially designed spaces.
Where are they located?	- Provinces: Tiaret, Tissemsilt, Mascara, Saida, Relizane, Oran, Tlemcen, Ain Defla, Chlef. - Major urban areas: City centers, tourism expansion zones, new industrial zones.
Estimated numbers (realistic potential market)	- Local municipalities: 191 municipalities in western Algeria → up to 24 municipalities/year as a realistic target. - Public and private health institutions: Approximately 15 institutions within a 150 km radius that may need therapeutic outdoor or indoor space design. - Potential partner architecture/engineering firms: Approximately 25 architectural and engineering firms in western Algeria for subcontracting collaboration. - Estimated annual market value: Small public contracts (<5 million DZD): ~10 tenders × 4 million DZD = 40 million DZD / Medium private contracts (tourism, real estate): ~5 contracts × 15 million DZD = 75 million DZD / Supervision and study subcontracts: ~8 contracts × 3 million DZD = 24 million DZD / Total estimated annual potential market: ~139 million DZD. - Realistic first-two-year target (5–10% capture): 7 to 14 million DZD annually.

3. SWOT analysis: strengths, weaknesses, opportunities, and threats of my project:

SWOT analysis table

SWOT	Factors contributing to the achievement of objectives	Factors hindering the achievement of objectives
Internal factors	Strengths • Unique specialization in therapeutic and biophilic architectural design • Offering an integrated multidisciplinary service package • Mastery of advanced digital tools: BIM, climatic simulation, 3D visualization • Flexible operational structure with low overhead costs • Ability to respond quickly to small and medium-sized projects • Strong academic foundation and continuous research in therapeutic urbanism	Weaknesses • Absence of a completed project portfolio at the launch phase • Limited founding capital for large-scale projects • Limited human capacity in the founding phase • Weak presence in public contracting networks • Limited professional visibility compared to established engineering firms • Partial dependence on subcontractors for structural and technical specializations
External factors	Opportunities • Growing demand for wellness tourism and eco-resorts in the Algerian market • Government orientation toward sustainable development and green infrastructure • Clear competitive gap in the therapeutic and biophilic design market • Availability of open public tenders for small urban projects • Potential for research partnerships with universities and study centers • Growing interest in mental health and quality of life in urban spaces • Existence of government support mechanisms for micro-enterprises and innovative projects	Threats • Dominance of established planning firms over public sector contracts • Slow bureaucratic procedures in public tenders and payment processes • Fluctuating construction material prices and unstable economic environment • Risk of model replication once its profitability is proven in the market • Limited client awareness of therapeutic design and its added value • Legal restrictions on micro-enterprises accessing large-scale projects • Scarcity of locally specialized talent in certain precise technical fields

4. Business Model Canvas (BMC) of my project

Key Partners • Civil engineering firms • Construction and site development companies • Sustainability and biophilic design experts • Universities • Local authorities • Graphic designers and 3D artists	Key Activities • Therapeutic urban and architectural design • Technical studies • Construction supervision • 3D visualization • Sensory garden design • Integration of sustainable and biophilic solutions	Value Proposition • Providing therapeutic and sustainable spaces that improve mental and physical well-being through integrated services combining urban planning, architecture, landscape design, and supervision, supported by advanced technologies such as BIM and virtual reality.	Customer Relationships • Direct and flexible relationships • Post-delivery follow-up • Digital communication • Trust-building through small pilot projects.	Customer Segments • Public sector institutions • Tourism investors • Real estate developers • Health institutions • Engineering firms • Associations.
	Key Resources • Specialized expertise • Advanced software • Low-cost headquarters • Network of technical partners • Digital portfolio		Channels • Public tenders • Face-to-face meetings • Professional website • LinkedIn and social media platforms • Professional partnerships.	
Cost Structure • Software, marketing, and administrative costs • Partner and subcontractor fees • Transportation and printing expenses • Salaries for assistants or interns		Revenue Streams • Design and study fees • Construction supervision fees • 3D visualization services • Specialized consulting • Subcontracting agreements • Future training workshops.		

Fifthly: Technical study

1. Human resource needs of the project

User type	Number	Compétences / qualifications
Management	2	Urban Engineers — Master's degree in Urban Planning and Territorial Management
Design and Studies	3	Architect, Environmental Engineer, BIM & 3D Visualization Specialist
Supervision & Site Monitoring	1	Site Supervisor / Construction Site Engineer (Conducteur de travaux)
Administrative Support	1	Administrative Secretary — Degree in Administration or Accounting
Marketing and Communication	1	Marketing and Communication Officer
Operations and Logistics	1	Logistics Driver + Field Support
Services	1	Part-time Office Cleaner
Total	10	

The proposed human resource structure represents the full operational capacity of the enterprise. Recruitment will be progressive according to project acquisition and business growth.

2. Project Location and Selection Justifications ECO-SHIFA:

2.1. Project Location: The headquarters of ECO-SHIFA will be located in Tiaret City, Wilaya of Tiaret.

2.2. Justifications for Location Selection:

- Strategic Geographic Position : Tiaret is located in the High Plateaus, acting as a strategic link between several wilayas (Djelfa, Relizane, Tissemsilt, Saida), facilitating regional access to clients in central and western Algeria.
- Proximity to Target Clients: The location ensures close access to municipalities, local authorities, public institutions, and urban planning and construction administrations.
- Connection to the Pilot Project : The 13-hectare therapeutic project site is located within Tiaret City, making proximity essential for field studies, site analysis, and technical monitoring.
- Availability of Infrastructure Tiaret City provides: Tiaret offers reliable internet and telecommunications, administrative services, affordable office space, and professional work environments.

- f) Regional Development Dynamics : The Wilaya is experiencing urban growth and national development programs, increasing demand for architectural and urban design services.
- g) First-Mover Advantage : As the first specialized therapeutic urbanism office in the region, ECO-SHIFA benefits from early market positioning in an untapped niche before larger firms enter.

Sixthly: Estimation of project costs and revenues

1. Estimation of project costs

1. Estimation of the total investment amount

Désignation	Montant (DA)
Office setup: annual rent + decoration + painting + basic setup	480,000
Office furniture: 5 desks, 10 chairs, 4 filing cabinets, 3 shelving units	350,000
IT equipment: 3 high-performance computers , 1 printer, 1 scanner, 1 small server	1,200,000
Software subscriptions: AutoCAD, SketchUp Pro, ArcGIS, Adobe Suite, MS Office	950,000
Audio-visual equipment: 1 projector, 3 display screens, 1 document camera	320,000
Communication equipment: 1 telephone system, 1 router, 1 modem, 1 VoIP setup	110,000
Installation & setup: network cabling, software installation, system configuration	120,000
Legal & administrative setup: business registration, permits, insurance	120,000
Marketing & branding: logo design, website, business cards, promotional materials	150,000
Field equipment: 1 GPS surveying device, 1 professional camera, site inspection tools	350,000
Large-format printer (Plotter A0/A1) for architectural and technical drawings	750,000

Working capital: salaries for core team, utilities, office supplies, transport	500,000
Initial operating costs: electricity, internet, phone, printing, mobility	95,000
Financial reserve: 10% contingency for unexpected costs	550,000
Montant total de l'investissement	6,045,000 DZD

2. Estimated Raw Material Purchases for my project

Raw Materials List		Year 1	Year 2	Year 3
Material 1: Paper & printing supplies (A4/A3 + color)	Quantity	35 reams A4 + 15 reams A3 + 5 reams colored paper	42 + 18 + 6	50 + 22 + 7
	Unit price	1,000+2,500+15,000	Same price	Same price
	Cost of Material 1	147,500 DZD	177,000 DZD	210,000 DZD
Material 2: Ink cartridges	Quantity	5 Ink cartridges	6	7
	Unit price	15,000	Same price	Same price
	Cost of Material 2	75,000 DZD	90,000 DZD	105,000 DZD
Material 3: Pens and drawing tools	Quantity	10 boxes pens+10 marker sets+10 colored sets	12 + 12 + 12	14 + 14 + 14
	Unit price	1,600+600+1,200	Same price	Same price
	Cost of Material 3	34,000 DZD	40,800 DZD	47,600 DZD
Material 4: Small measuring equipment	Quantity	3Laser Distance Meter + 2Long Measuring Tape + 5Pocket Measuring Tape	1 + 1 + 3	1 + 1 + 4
	Unit price	8,000	Same price	Same price
	Cost of Material 4	34,000 DZD	13,400 DZD	14,200 DZD
Material 5: Files & archiving materials	Quantity	30Lever Arch Binders +20Cardboard Archive Boxes +15Cardboard Folders & Plastic Sleeves	35 +25 +18	45 +35 +22
	Unit price	450+350+600	Same price	Same price
	Cost of Material 5	29,500 DZD	35,300 DZD	45,700 DZD
Material 6: Adhesives (tape + glue)	Quantity	20Paper Drafting Tape + 15Wide Transparent Adhesive Tape +20 Glue Sticks & Liquid Glue	25+ 18 +25	30+ 22+32
	Unit price	200+150+120	Same price	Same price
	Cost of Material 6	8,650 DZD	10,700 DZD	13,140 DZD

Material 7: Storage units (USB + backup)	Quantity	10High-Speed Flash Drive (USB 3.2 - 128GB)+ 2External Hard Drive for Backup (HDD 2TB)	3+ 1	4+ 1
	Unit price	2,000 + 12,000	Same price	Same price
	Cost of Material 7	44,000 DZD	18,000 DZD	20,000 DZD
Material 8: Cleaning supplies	Quantity	12Liquid Cleaning Bundle +15Paper Towel Rolls & Sanitary Paper +1Cleaning Tools & Hardware	14+18 +1	16+22+1
	Unit price	1,200 + 800 + 5,000	Same price	Same price
	Cost of Material 8	31,400 DZD	33,700 DZD	39,800 DZD
Material 9: Work notebooks & records	Quantity	10Hardcover Site Notebooks +3Large Administrative Registers +10Professional Daily Planners	8+2+10	12+3+12
	Unit price	500+1,200+800	Same price	Same price
	Cost of Material 9	16,600 DZD	14,400 DZD	19,200 DZD
Material 10: Large-format printing supplies (Plotter)	Quantity	15Plotter Paper Rolls (A0/A1 High-Grade 80g)+2 Plotter Ink Cartridges Set (CMYK - High Capacity)+5 Tracing Paper Rolls (Papier Calque for overlays)	20+3+6	25+4+8
	Unit price	3,500+18,000+4,500	Same price	Same price
	Cost of Material 10	111,000 DZD	151,000 DZD	195,500 DZD
Material 11: Digital storage & cloud services	Quantity	3Professional Cloud Storage & Data Security (Cloud 1TB)+1 Digital Tools & Flexible Local/Shared Network Storage	4+1	5+1
	Unit price	15,000+25,000	Same price	Same price
	Cost of Material 11	70,000 DZD	75,000 DZD	95,000 DZD
Montant total des achats de matières premières		601,650 DZD	659,300 DZD	805,140 DZD

c. Estimation of labor costs for my project

Job Title	Number of Workers			Salary Amount		
	Year 1	Year 2	Year 3	Year 1	Year 2	Year 3
Manager (Urban Engineer)	2	2	2	1,680,000	1,800,000	1,960,000
Architect	1	1	1	1,080,000	1,160,000	1,260,000
Environmental Engineer	1	1	1	1,020,000	1,100,000	1,180,000
3D & Modeling Specialist	1	1	1	840,000	900,000	980,000
Marketing & Communication Officer	1	1	1	600,000	660,000	720,000
Administrative Secretary	1	1	1	480,000	540,000	600,000
Driver (Field & Logistics)	1	1	1	420,000	456,000	492,000
Security / Custodian	1	1	1	360,000	396,000	432,000
Office Cleaner (Part-time)	1	1	1	240,000	264,000	288,000

d. Estimation of common costs of my project

Designation	Year 1	Year 2	Year 3
Electricity / Gas / Water	168,000	180,000	192,000
Equipment Maintenance & Repairs	120,000	144,000	156,000
Office Rent	420,000	420,000	444,000
Professional Asset & Equipment Insurance	120,000	144,000	156,000
Marketing, Advertising & Branding Identity	264,000	240,000	300,000
Continuous Training & Team Skills Development	120,000	144,000	156,000
Telephone, Fixed Internet & 4G Subscriptions	96,000	102,000	108,000
Field Surveys & Transport	240,000	216,000	180,000
Cloud Services & Digital Subscriptions	120,000	132,000	144,000
General Admin Expenses	180,000	168,000	144,000
Total	1,788,000 DZD	1,890,000 DZD	2,040,000DZD

e. Estimation of investment depreciation costs for my project

Designation	Depreciation Period	Depreciation Annuity (DZD)
Office Setup & Decoration (Net value excluding rent)	5 Years	19,200 DZD
Office Furniture (Desks, chairs, cabinets, shelves)	10 Years	35,000 DZD
IT Equipment (High-performance PCs, server, etc.)	5 Years	240,000 DZD
Software Subscriptions & Licenses (CAD, GIS, etc.)	3 Years	316,667 DZD
Audio-Visual Equipment (Projector, display screens)	5 Years	64,000 DZD
Communication Equipment (Telephone, network router)	5 Years	22,000 DZD
Installation & System Configuration Setup	3 Years	40,000 DZD
Legal & Administrative Startup Fees (Founding costs)	3 Years	40,000 DZD
Marketing & Brand Identity Setup (Logo, website)	3 Years	50,000 DZD
Field & Surveying Equipment (GPS, camera, tools)	5 Years	70,000 DZD
Large-Format Printer (Plotter A0/A1)	5 Years	150,000 DZD
Montant total	1,046,867 DZD	

This depreciation schedule strictly follows the Linear Depreciation Method in compliance with the Algerian Ministry of Finance Decree dated April 14, 2025 (amending the decree of February 25, 2024), which specifies the legal useful life of fixed assets for determining the taxable income (Published in the Official Gazette No. 29, 2025).

2. Estimation of my project revenues

a. Estimation of the annual sales volume of my project

Designation		Year 1	Year 2	Year 3
Service 1: Sustainable Urban Planning, Design & Development Studies	Quantity Sold	4 Contracts	6 Contracts	8 Contracts
	Unit Price	1,500,000 DZD	1,600,000 DZD	1,800,000 DZD
	Sales Value for Service 1	6,000,000 DZD	9,600,000 DZD	14,400,000 DZD
Service 2: Environmental Impact Assessments (EIA) & Risk Studies	Quantity Sold	8 Files	12 Files	15 Files
	Unit Price	400,000 DZD	450,000 DZD	500,000 DZD
	Sales Value for Service 2	3,200,000 DZD	5,400,000 DZD	7,500,000 DZD
Quantity Sold		10 Projects	15 Projects	20 Projects

Service 3: Digital Modeling, GIS Analysis, BIM & 3D Visualization	Unit Price	200,000 DZD	220,000 DZD	250,000 DZD
	Sales Value for Service 3	2,000,000 DZD	3,300,000 DZD	5,000,000 DZD
Service 4: Construction Supervision & Technical Monitoring	Quantity Sold	2 Contracts	3 Contracts	5 Contracts
	Unit Price	500,000 DZD	550,000 DZD	600,000 DZD
	Sales Value for Service 4	1,000,000 DZD	1,650,000 DZD	3,000,000 DZD
Chiffre d'affaires total		12,200,000 DZD	19,950,000DZD	29,900,000 DZD

Year 1 : These projections are based on the pilot project entry strategy, offering free or symbolic-cost preliminary designs to municipalities and hospitals in exchange for references, combined with participation in small public tenders under 5 million DZD

b. Calculation of the annual profit of my project

Financial Item / Description	Year 1	Year 2	Year 3
Turnover (Sales) ... (1)	12,200,000 DZD	19,950,000 DZD	29,900,000 DZD
Consumed Purchases ... (2) (Materials & supplies)	601,650 DZD	659,300 DZD	805,140 DZD
External Expenses ... (3) (Rent, utilities, insurance, ads)	1,788,000 DZD	1,890,000 DZD	2,040,000 DZD
Value Added ... (4) = (1) - (2) - (3)	9,810,350 DZD	17,400,700 DZD	27,054,860 DZD
Salaries & Social Security Benefits ... (5)	6,720,000 DZD	7,276,000 DZD	7,912,000 DZD
Gross Operating Surplus (EBE) ... (6) = (4) - (5)	3,090,350 DZD	10,124,700 DZD	19,142,860 DZD
Depreciation & Provisions ... (7) (2025 Ministerial Decree)	1,046,867 DZD	1,046,867DZD	1,046,867 DZD
Operating Income ... (8) = (6) - (7)	2,043,483 DZD	9,077,833 DZD	18,095,993 DZD
Corporate Income Tax / IFU ... (9)	0 DZD (Tax Exempt)	0 DZD (Tax Exempt)	0 DZD (Tax Exempt)
Net Income (Net Profit) ... (10) = (8) - (9)	2,043,483 DZD	9,077,833 DZD	18,095,993 DZD
Évolution du chiffre d'affaires	Baseline	+63.52%	+49.87%

The slight decrease in growth rate from Year 2 to Year 3 reflects market stabilization and is consistent with normal business maturity curves, while absolute profit continues to increase significantly

Conclusion :

Expected Added Value of the Project for the Local and National Economy

a) At the Local Economic Level (Tiaret Wilaya & the High Plateaus Region)

- **Creating high-quality jobs for the university elite:** The project contributes to the direct employment of 10 qualified professionals, including specialists in architecture and urban planning. This helps absorb the unemployment of local university graduates and limits brain drain to major cities by providing an innovative and stable work environment within the province.
- **Stimulating and accelerating the pace of local investment (Classified Facilities - ICPE):** By providing environmental impact assessments (EIA) and legal compliance files professionally and swiftly, the studio acts as a strategic partner for investors (factories, agricultural complexes, and economic enterprises). This reduces administrative delays in processing files, thereby accelerating the implementation of investment projects in the region.
- **Modernizing and enhancing the regional urban fabric:** Introducing the concepts of sustainable urbanism and "healing environments" (therapeutic urbanism) allows the design of spaces and development plans that adapt to the climate of Tiaret Province. This increases the investment and tourism attractiveness of the region and directly improves the living standards and health of citizens.

b) At the National Economic Level

- **Supporting the national digitalization strategy (BIM & GIS):** In line with the Algerian state's orientation toward comprehensive digitalization, our project contributes—through integrating BIM (Building Information Modeling) and GIS (Geographical Information Systems) technologies—to updating and modernizing the housing and urban planning sector, which ensures the rationalization of public expenditures and reduces the duration of major project execution.
- **Contributing to the environmental transition and sustainable development:** Through environmental consulting and studies, the **ECO-SHIFA** studio supports economic operators in strict compliance with fiscal and environmental legislation in Algeria. This aligns with the state's plan aimed at combating climate change, protecting biodiversity, and managing major risks.
- **Substituting with local expertise and reducing dependency:** Developing advanced urban engineering and accurate digital modeling locally proves the capability of Algerian competencies to handle complex technical studies. This reduces dependency on foreign firms or restricting contracts to capital-based studios, thus keeping capital circulating within the national economic cycle.