

Small Hi-Sec Manufacture Guide for Alpha Clone

by Sitah Kai

EVE Online gives you many opportunities to play and gain ISK. PVP, mission running, ratting, mining, etc... I found fun in establishing and running a small manufacture in hi-sec. The initial investment was 2 million ISK. After two weeks I got something like a 2-3 million ISK net profit every two days and about 8 million ISK invested in my buy and sell orders. After one month it doubled. You might say this is not much, but... the maintain takes about 20-30 minutes every two or three days, giving me a lot of time for other activities. So we are talking about **3-5 million ISK for a completely safe 30 minute activity of an Alpha Clone in Hi-Sec**. And the business is expanding. Interested? Here's my Small Hi-Sec Manufacture Guide for Alpha Clone.

Before you start...

I assume you are a Newbie Alpha Clone Player or you have some experience in the game, but not in the field of manufacturing. There are several things you must be aware of:

1. You need some money to invest – 1M to 3M ISK for the beginning (or more if you can afford it).
2. You need to develop your production and trade skills. As an Alpha Clone you have some limitations and you should focus on these:
 - a. Mass production – key skill, enables you to run several manufacturing jobs at the same time, as an alpha clone you are limited to 3 levels of this skill which allows you to have 4 manufacturing jobs at the same time
 - b. Trade – in the beginning you can have 5 buy/sell orders in the same time. Each level of this skill increases this limit by 4. Maxed skill allows for 17 simultaneous buy/sell orders.
 - c. Industry - Allows basic operation of factories. 4% reduction in manufacturing time per skill level.
 - d. Broker relations – you pay a broker fee for your every transaction. This skill lowers a bit this fee.

Summing up, with Mass production and Trade maxed to the Alpha Clone limits, you will be able to run simultaneously:

- 1 research job
- 4 manufacture jobs
- 17 market buy/sell orders

Step one: Market opportunities

First things first. You have to define your target client. You are about to set a small manufacture, so let's start with something small. Preferably your **target clients are new Alpha Players, flying in frigates**. They will need a plenty of cheap stuff like ammo, drones, small ship modules (I don't recommend starting with ship production, you might try that later). You will find plenty of them, but you should **focus only on market opportunities**. Market opportunities are items, which you can produce cheap and sell with a high margin of profit (lest say 100%, 200% or more). Finding them takes some time in the beginning, but the time spent on this profits well. With your small capital in the beginning you must choose carefully few blueprints. Here's an easy way to do it:

1. Open the market window and type an item you are considering to produce in the search box (i.e. Antimatter Charge S)
2. After some time spent on manufacturing you will know by heart the average cost production of each item, but in the beginning you must find other ways to estimate the production cost. My method is not 100% accurate, but gives quite good market overview. When you hover your mouse over the name of an item in the market window, it shows the average price of this item. You can assume, that production cost is usually a bit lower (most of the time about 5%).
3. Now in the market window look for the cheapest sell offer of this item and compare it with the estimated production cost. Remember: you will sell effectively your stuff only if you give the lowest price in your "target sell system" and all systems few jumps away.
4. Now check if a blueprint for this item is available and if you can afford it. Don't spend all your money on the blueprint. You will need them for the minerals required for production.

Step two: Target manufacture/sell system

After having your target group defined, you must find a system where your client does most of his shopping. In the case of new frigate players you will look for a hi-sec system with:

1. a high number of level 1 mission agents
2. a high number of jumps
3. a high market revenue
4. a high number of market opportunities (which you have defined in the previous step)

This is the moment when you can choose your business model:

- a. You set your manufacture in other station than your target market station. Pros: you can buy minerals in the cheaper markets and you can do research and manufacture in POS with lower job installation cost. This will definitely lower your costs and leverage your profits. But you will need to spend more time on haul.
- b. You **set your manufacture in the same station, where is your target sell market**. This lowers your profits, but you will be able to maintain your business quickly. This is the model for the 3m ISK in less than half hour.

Step three: Production strategy

There are several things you must consider when running your manufacture jobs effectively:

1. Buy cheap materials

You will need cheap materials for your manufacture. You can mine ore if you find that interesting. For me it's boring and too much time consuming. I prefer buying materials on the market. There is one simple strategy on this:

1. Don't buy materials in the immediate orders unless you have to (its your first production, you have a very good marketing opportunity which you don't want to miss or you have most of the materials and you need just a little more).
2. **Use 90 days buy offers setting the highest price in the station** (preferably system or all systems few jumps away). To see the advantage it gives over the immediate buy just consider this example: buying some amount of Isogen took me about 1 day in the price of 251 ISK, when the immediate sell offer which I could use in the same time was about 440 ISK. Usually the difference is not that high.
3. Be aware, that if someone give a buy offer just a 0,01 ISK higher than yours, he gets all the revenue. Check your offers regularly. Remember, you don't have to react all the time, when somebody gives higher price than yours. If he buys small amounts you may just skip it and wait.

2. Improve your material efficiency

You can (and in the long term you must) research your blueprints to improve the material efficiency. This way you can lower the use of material up to 10%, which gives substantial increase in your profit. If you find a very lucrative market opportunity you may want to start your production immediately after buying the blueprint. The market opportunities don't last forever. You can do the research in the future.

3. Schedule your production

If you want to spend just few minutes maintaining your manufacture you should schedule your production carefully. If you assume that you want to come back to your manufacture two days later (48h) **you should set all the jobs in the way, that they are finished before you are back to your manufacture.** The time the job takes is indicated in the production window and you can manipulate it by researching the time efficiency of your blueprint (before you start your production) or by adjusting the number of job runs when setting the manufacturing job.

Step four: Sales strategy

This is simple: after your manufacture job is finished place the goodies on your target market with the lowest price. You should also consider this:

1. You have competition. Check your sell offers regularly. If you are outbid, you may want to change the price of your stuff. Quite often you will find your offer not sold, because someone offered the same stuff 0,01 ISK cheaper. Yeah, it's really frustrating, but business is business.
2. Time is money. In many cases you will have a huge margin when dictating the price. When setting the highest possible price, it gives you more profit on a single sold item, but it will take more time to sell your entire production. You may consider setting the prices at a lower level, to attract clients faster and have a higher daily revenue. The money can be invested in the production again for a better overall profit. It takes some time to find the optimum and it changes in time. You should **aim at selling your entire production before you will maintain your small manufacture again.**
3. Death and taxes. Remember that there is always a broker fee and tax deducted from your revenue. You may lower the broker fee by developing the Broker relations skill or improving your factional or corporate standings with the station's owner (ie. COSMOS missions, rating).
4. Merchandising. Use the same price tricks you can find in a real life. Believe me that price 24.999 ISK is much better than 25.000 ISK. It's more visible when someone overviews the market window and sees several offers with comparable prices. It substantially leverages your daily revenue.
5. Market changes. If selling one particular item is very lucrative business on a local market, you can be sure, that others will follow soon. If you sold something with a 200% profit once or twice, soon you will find competitors and the profit margin will diminish. Check your market and seek for new opportunities regularly.

Step five: Profit calculation

If you want to maintain your manufacture seriously, you should prepare an excel sheet for profit calculation. You might considering preparing it for each item you produce. Here's an example for Antimatter Charge:

item name:	Antimatter Charge S			
number of runs:	1000			
Mineral	Price	Amount per one run	Amount per one job	Cost per one job
tritanium	4	204	204 000	816 000,00
pyerite	5	17	17 000	85 000,00
mexallon	70		-	-
isogen	40		-	-
noxium	300	1	1 000	300 000,00
		Total material Cost		1 201 000,00
		Job installation cost		132 110,00
		Total production cost		1 333 110,00
		One item producion cost		13,33
		Sell price		19,00
		Total sell revenue		1 900 000,00
		Tax		38 000,00
		Broker's fee		47 500,00
		Total income		1 814 500,00
		Total profit		481 390,00
		Profit %		36,11%

In this sheet:

1. Enter the prices of the minerals in your actual prices. Remember to include the broker's fee.
2. Enter the amount of materials used that is indicated in your blueprint.
3. There's a complex formula for the job installation cost. It is usually 10-12% of the material price. I prefer using this general estimation, though it's not 100% exact.
4. In case of ammo blueprints, each run gives 100 ammo charges. Don't forget that in your calculations.

You will find these sheets very helpful, when planning your production and setting price strategies. They can save a lot of time. You might also use many third party websites or tools devoted to trading and industry in EVE. Eve-central.com is a necessity.

Step six: Performance

In the beginning you will spend more time in the market research (market opportunity hunt), acquiring blueprints and researching them, testing your different production options. As the time goes by you find yourself in the very confident situation, when the profits rise and you spend less and less time at maintaining your small manufacture. Here's a small story how my manufacture developed.

The initial investment was about 2 M ISK. I spend some time on market research, bought 2 blueprints and minerals and started my first production. Next day it was ready and it went to market. Everything was sold within two days. I started to schedule my production on a two day basis (setting the amount of produced goods to be finished in just less than 48h). All the time buying new blueprints and researching them (2 day research gives in most situations 8 research jobs, which gives 8% material efficiency or 16% time efficiency). After two weeks I got something like a 2-3 million ISK net profit every two days and about 8 million ISK invested in my buy and sell orders. After one month it is about 5 million ISK net profit every two days, about 15-20 million ISK in buy sell orders, 1 research and 4 manufacture jobs running. Every two days I spend about 30 minutes to update my research/manufacture jobs and sell/buy orders. I don't haul or mine, this is too much time consuming and not that amusing for me.

Bear in mind that during this month not all the money earned were reinvested in the manufacture. Most of them are spent on my other activities in EVE like exploration, trade, radding, PVE, etc. Also not everything sells that well as I expected. I had 2 sell orders which took about two weeks to sell all the items. They were considered a market failure and never manufactured again.

After some time your small manufacture will expand anyway and you will have two options: keep your small manufacture as a regular, additional ISK leverage, that consumes small amount of time or you might want to get in the business seriously and expand to other markets. My guide ends here. What you will do with your small business is up to you. If you have any questions, feel free contact me in the game.

Good luck with your own manufacture!

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Regional Market

Essence Regional Market

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SELLING			
Type	Price	Quantity	Expires in
Small Shield Extender I	14 497.00 ISK	171/200	89d 21h 57s
Light Electron Blaster I	18 885.00 ISK	158/200	89d 21h 1m 57s
Lead Charge M	39.98 ISK	40 000/40 000	89d 21h 21m 40s
Lead Charge M	39.99 ISK	20 000/40 000	87d 21h 20m 21s
Hobgoblin I	3 199.00 ISK	103/330	83d 23h 17m 23s
Antimatter Charge S	19.99 ISK	66 000/80 000	89d 21h 43m 6s
Antimatter Charge M	59.99 ISK	33 000/40 000	89d 21h 21m 1s
75mm Gatling Rail I	7 497.00 ISK	212/250	89d 21h 22s
75mm Gatling Rail I	9 999.00 ISK	174/250	87d 21h 25m 36s
1MN Afterburner I	14 493.00 ISK	137/200	89d 21h 1m 32s
150mm Railgun I	32 999.00 ISK	178/200	89d 21h 2m 22s

BUYING			
Type	Quantity	Price	Expires in
Limited Electron Blaster I	4/4	20 000.00 ISK	Station 1 88d 23h 54m 12s
Limited Light Neutron Blaster I	2/6	30 000.00 ISK	Station 1 84d 21h 49m 0s
Zydrine	352/500	1 002.00 ISK	Station 1 83d 22h 21m 29s

Orders Remaining: 3 out of 17 max open orders

Total in Escrow: 492704 ISK (additional 0 ISK to cover)

Base Broker Fee: 3.00% of order value

Transaction Tax: 2.00% of sales value

Sell Orders Total: 22 678 877 ISK

Buy Orders Total: 492 704 ISK