

#27

Project 27 :

Production unit for potato chips and other snacks

Sub-sector:
Processed fruit
and vegetables



Description

Production of potato chips from potatoes obtained after washing, peeling and cutting, blanching, frying, flavouring and packaging of apples of earth



Highlights

- Demand is still limited due to consumption habits in the local market, but has interesting international potential, particularly in Africa and the Middle East.



Main inputs required

- Potatoes
- Oil, salt and pepper,
- Aromas, additives



Financial indicators

- Potential investment : ~20- 50 Mns MAD
- Potential sales : ~40 - 100 Mns MAD
- Potential gross margin: ~15% - 20%



Investment incentives

Subsidies :

- Industrial Development and Investment Fund (FDII)
- ISTITMAR SME or VSE program, depending on sales

Investment Charter *

Training assistance :

- IDMAJ" program
- TAEHIL" program

Financing :

- Mezzanine SME
- Green Invest

(*) According to eligibility criteria

