

#38

Project 38 :

Cookie production unit

Sub-sector:
Biscuits and
confectionery



Description

Production of biscuits in a range of flavours that can be stored for a relatively long time.



Highlights

- Growth in the local market with good development in recent years;
- Greater growth prospects for exports, with global consumption expected to grow by 8%, with African and Middle Eastern markets presenting the best opportunities for the Kingdom;
- Wide choice of marketing and distribution channels: direct sales and export.



Main inputs required

- Flour
- Sugar
- Eggs
- Milk
- Fats and oils
- Starch
- Glucose...



Financial indicators

- Potential investment : ~50 - 100 Mns MAD
- Potential sales : ~80 - 200 Mns MAD
- TRI Potential: ~15% - 25%
- Average ROI : ~4 - 5 years



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

