

#39

Project 39:

Confectionery production unit

Sub-sector:
Biscuits and
confectionery



Description

Manufacture of sweets and chewing gum designed by the variable cooking of sugar, according to the desired texture, and by the addition of colourings and flavourings.



Highlights

- A buoyant local market;
- Significant prospects for export growth, with consumption set to increase by 8%, particularly in African and Middle Eastern markets.



Main inputs required

- Glucose syrup
- Sugar
- Colors and flavours
- Fruits



Financial indicators

- Potential investment : ~50 - 100 Mns MAD
- Potential sales : ~20 - 200 Mns MAD
- Potential gross margin : ~20% - 25%
- 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

