

#42

Project 42 :

Ice cream production unit

Sub-sector:
Agro-industry



Description

Production of ice cream and sorbets for consumption.



Highlights

- Strong growth potential in the local market (8-9% p.a.), driven by rising purchasing power and urbanization;
- Proven local competitiveness, based in particular on longstanding know-how, availability of inputs and distribution channels



Main inputs required

- Milk, butter, eggs, sugar, glucose syrup, hydro colloid, vegetable oil,
- Packaging



Financial indicators

- Potential investment : ~5 - 7 Mns MAD
- Potential sales : ~5 - 10 Mns MAD
- TRI potential : ~20% - 25%
- Average ROI : ~3 - 5 years



Investment incentives

Subsidies :

- ISTITMAR SME or VSE program, depending on sales

Training assistance :

- IDMAJ" program
- TAEHIL" program

Financing :

- Mezzanine SME
- Green Invest

Investment Charter *

(*) According to eligibility criteria

