

#53

Project 53 :

Manufacture of domestic electrical appliances

Sub-sector:
Electrical &
Electronics



Description

Manufacture of small white goods (ovens, mixers, cutters, etc.).



Highlights

- Attractive market with strong growth in household demand driven by increased access to consumer credit and new housing supply
- Local market mainly for "first equipment". Renewal market representing 5 to 10% of sales, in more mature markets.



Main inputs required

- Electrical components
- Engine
- Electronic boards
- Transformers
- Steel



Financial indicators

- **Potential investment :** ~ 50 - 100 Mns MAD
- **Potential sales :** ~ 100 - 150 Mns MAD
- **Potential gross margin :** ~ 10% - 30%



Investment incentives

Subsidies :

- ISTITMAR SME or VSE program, depending on sales

Training assistance :

- IDMAJ" program
- TAEHIL" program

Financing :

- Mezzanine SME

Investment Charter *

(*) According to eligibility criteria

