

#57

Project 57 :

Manufacture of lighting appliances and articles

Sub-sector:
Electrical &
Electronics



Description

Manufacture of lighting fixtures and articles typically consisting of a support (rail-mounted, lamps, etc.). wall-mounted...) and a light source with variable luminous intensity.
Project also includes the manufacture of items such as switches and power strips



Highlights

- Attractive market with accessible processes, especially for LED technology, which has become less complex in terms of know-how in recent years;
- Strong growth in demand for power strips, with only ~75% of requirements covered by local manufacturing;
- More complex switches requiring the assembly of 25 to 50 parts, but representing higher margins;



Main inputs required

- Lamps (fluorescent, compact fluorescent, LED...) or electric tubes
- Support
- Switch



Financial indicators

- **Potential investment :** ~ 100 - 200 Mns MAD
- **Potential sales :** ~300 - 400 Mns MAD
- **Potential gross margin :** ~30% - 50%



Investment incentives

Subsidies :

- 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

