

Project #12: Production unit for chips and other snacks



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Project description



Production of potato chips from potatoes obtained after washing, peeling, cutting, blanching, frying, flavoring and packaging.

Code HS: 200520

Branch

Food industry

Sous-filière

Fruit and vegetable processing



Key facts

- Demand is still limited due to consumption habits in the local market, but has interesting international potential, particularly in Africa and the Middle East.



Financial indicators (estimated³)

Potential investment

~20 - 50 Mn MAD

Potential sales

~40 - 100 Mn MAD

Potential gross margin

~15% - 20%



Product Complexity²

Complexity Index (PCI)¹
 Harvard Economic Complexity



-0.96



Main required inputs



Potatoes



Oil, salt and pepper, flavourings, additives



Main investing benefits

Grants

- ▶ Industrial Development and Investment Fund (FDII)
- ▶ ISTITMAR program for SMEs or VSEs, depending on sales

Potential Land

- ▶ Beni Mellal Agropole
- ▶ Meknès Agropole
- ▶ IP Had Soualem

Training Support

- ▶ « IDMAJ » Program
- ▶ « TAEHIL » Program

Funding

- ▶ Mezzanine SME
- ▶ Green Invest

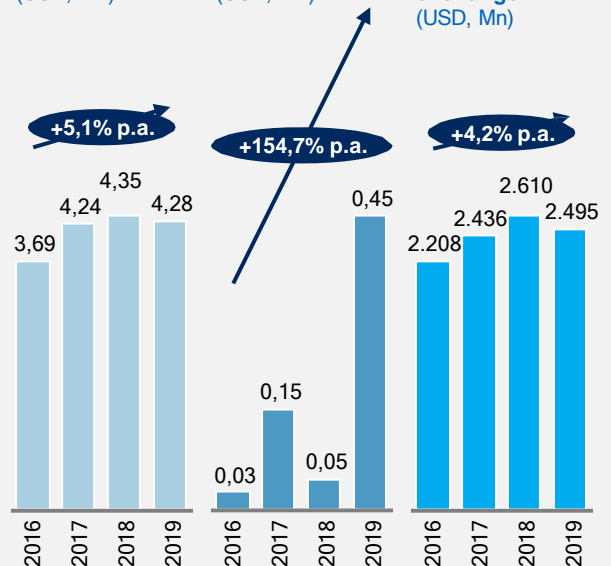


Market growth and size ²

Morocco imports (USD, Mn)

Morocco Exports (USD, Mn)

Global exchange (USD, Mn)



¹ Product Complexity Index: Diversity and sophistication of the know-how required to manufacture a product. The PCI is calculated according to the number of countries producing the product and the economic complexity of these countries. The most complex products, those that only a few countries can produce, have the highest KPI (e.g. electronics, chemicals) compared to less complex products (e.g. raw materials, agricultural products).

HS code: Economic complexity: 1905 / Trademap (worldwide export values): 190531, 190532

Figures estimated on the basis of perspectives from Moroccan experts and industrialists in these sectors. Financial indicators are provided for information purposes only and in no way constitute a commitment or guarantee.