

Project #172: Charcuterie and meat patties industrial production unit



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Project description



Production of charcuterie for the end consumer, as well as minced meat patties to satisfy the demand of major fast food chains.

Code HS 1601, 1602, 0202301100

Branch

Food industry

Sub-branch

Agro- Industry



Financial indicators (estimated³)

Potential investment

~20 - 30 Mn MAD

Potential sales

~40 - 60 Mn MAD

Potential RRI

~15% - 20%

Average ROI

~4 - 6 years



Key facts

- Strong growth potential in the local market (patties for the fast food market are mainly imported).
- Local competitiveness in terms of know-how, distribution channels and industrial infrastructure.



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity

-3.33 2.56

-1.2 / 0.17



Main required inputs

- Meats
- Spices



Main Investment Benefits

Grants

- ISTITMAR program for SMEs or VSEs, depending on sales

Training support

- « IDMAJ » Program
- « TAEHIL » Program

Potential land

- Meknès Agropole
- Berkane Agropole
- Beni Mellal Agropole
- Agadir Agropole

Fuding

- Green Invest
- Mezzanine SME

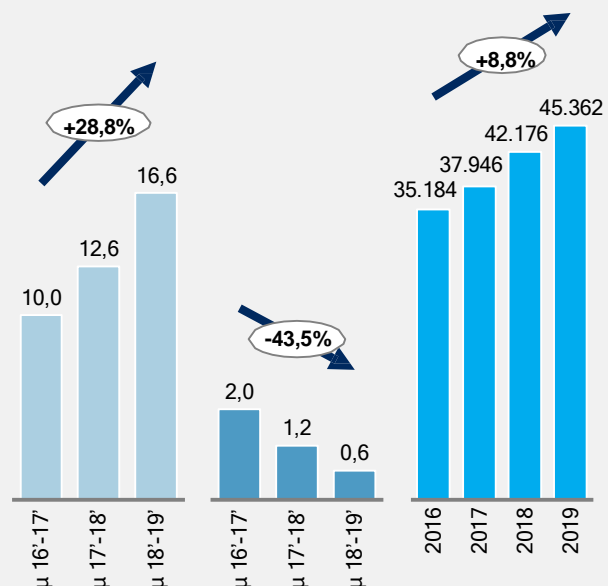


Market size and growth²

Morocco Imports
(USD, Mn)

Morocco Exports
(USD, Mn)

Global exchanges
(USD, Mn)



1.Product Complexity Index: Diversity and sophistication of the know-how required to produce 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 PCI (e.g. electronics, chemicals) vs. the least complex products (e.g. raw materials, agricultural products).

2.HS code: 'Economic complexity: 1601, 1602 / Office des Changes (Moroccan Imports & Exports) + Trademap (World export values): 1601, 1602, 0202301100 . Estimated figures based on the perspectives of Moroccan experts and manufacturers in these sectors. Financial indicators are provided for information purposes only and do not constitute any form of commitment or guarantee.