

Project #206: Production unit for Halal baby food jars



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Project description



Production unit for small jars of baby compotes (Halal-labelled), made mainly from home-grown fruit and vegetables.

Codes SH : 190110



Key facts

- **Mainly imported products**, with several strong brands (e.g. Blédina, Danone) and one national player (Marrakech-Safi region) present on the market
- **High availability of inputs** (e.g. fruit, vegetables)
- Three distribution options: setting up a **strong brand** (own brand), selling under a 'white label' (e.g. for supermarkets) or subcontracting to established players.
- Prerequisites: **Halal and organic labelling essential**; growing consumer preference for home-made products / reluctance vs. industrial products



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity



Main required inputs

- ✓ Fruit
- ✓ Vegetables
- ✓ Meat
- ✓ Milk powder



Main Investment Benefits

Grants

- ▶ ISTITMAR program for SMEs or VSEs, depending on sales

Training support

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

Potential land

- ▶ Beni Mellal Agropole
- ▶ Meknès Agropole

Funding

- ▶ Mezzanine SME
- ▶ Green Invest

Branch

Food industry

Sub-branch

Food preparations and ready meals



Financial indicators (estimated³)

Potential investment ~10 - 30 millions MAD
millions MAD

Potential sales ~20 - 70 millions MAD
millions MAD

Gross margin ~20 - 25%

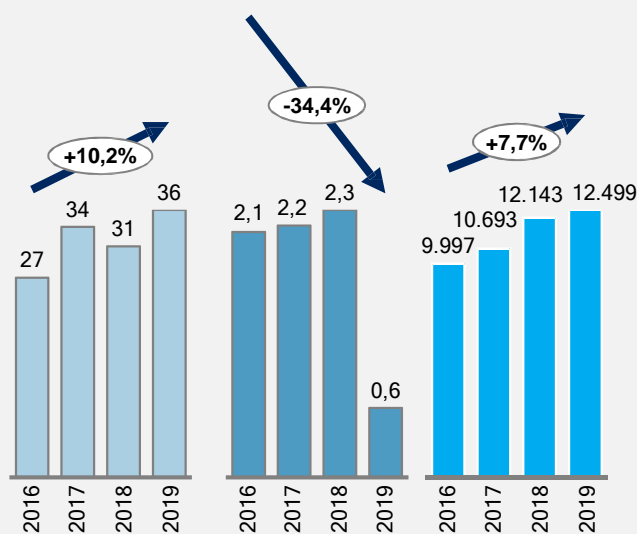


Market growth and size²

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: NA / Trademap (World export values): NA

3. Estimated figures based on the views of Moroccan experts and manufacturers in these sectors. The financial indicators are provided for information purposes only and do not constitute any form of commitment or guarantee.