

Project #20: Preparation and packaging of frozen pizzas



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Project description



Preparation of frozen pizzas for consumption after reheating in a cooking unit. The pizzas are manufactured using a preparation and packaging unit to ensure that they can be conserved for a longer period

Code HS: 1905909100

Branch

Food industry

Sub-Branch

Agro-industry



Financial indicators (estimated³)

Potential investment

~15-20 Mn MAD

Potential sales

~20-35 Mn MAD

Potential Gross margin

~15-20%



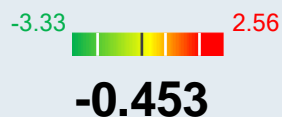
Key facts

- The market for frozen pizzas is growing steadily worldwide.
- This industry is not yet developed in Morocco, but has great potential given changing consumer habits.



Product Complexity²

Complexity Index (PCI)¹
Harvard Economic Complexity



Main required inputs

- ✓ Flour
- ✓ Vegetables
- ✓ Meat and fish
- ✓ Sauces



Main investing benefits

Grants

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

Potential land

- ▶ Berkane agropole
- ▶ Beni Mellal agropole
- ▶ Meknes agropole
- ▶ Agadir agropole

Training support

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

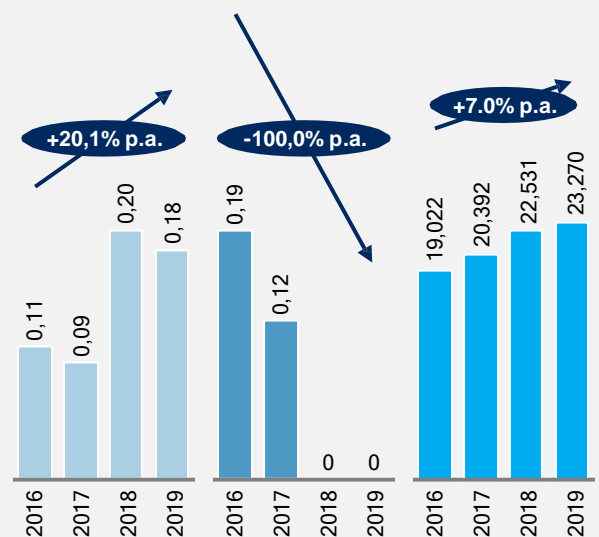
Funding

- ▶ Mezzanine SME
- ▶ Green Invest



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: 1905 / Trademap (World export values): 190590 / (Morocco): 1905909100 or 19059080 (Frozen pizzas and quiches)

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

Sources: Expert interviews, Harvard Economic Complexity, TradeMap, Press Research