

# Project #2: Biscuit production unit



Contact: M. Hicham Tounsi

Contact: M. Mohamed-Amine Mkerouad



0662837977



htounsi@mcinet.gov.ma



0662589387



mmkerouad@mcinet.gov.ma

## Project description



Production of biscuits in a variety of flavours that can be stored for a relatively long time.

Biscuits are typically dry and compact.

Biscuits are made by baking a dough called biscuit dough.  
Le biscuit est conçu par la cuisson d'une pâte dite à biscuit.

Code HS: 1905



## Key facts

- Growth in the local market, which has developed well in recent years;
- Greater prospects for export growth, with global consumption rising by 8%, with the African and Middle Eastern markets offering the best opportunities for the Kingdom;
- A wide choice of marketing and distribution channels
- distribution channels: direct sales and export.



## Product Complexity<sup>2</sup>

Complexity Index (PCI)<sup>1</sup>  
Harvard Economic Complexity

-3.33 56

**-0.45**



## Main required inputs

- ✓ Flour, Sugar, Eggs, Milk
- ✓ Fats and oils
- ✓ Glucose
- ✓ Starch



## Main investment benefits

### Grants

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

### Training support

- ▶ "IDMAJ" Program
- ▶ "TAEHIL" Program

### Potential land

- ▶ Beni Mellal Agropole
- ▶ Meknès Agropole
- ▶ IP Settapark

### Funding

- ▶ Mezzanine SME
- ▶ Green Invest

## Sector

Food industry

## Sub-sector

Bakery, Chocolate and Confectionery



## Financial indicators (estimated<sup>3</sup>)

### Potential Investment

~50 - 100 Mn MAD

### Potential sales

~80 - 200 Mn MAD

### Potential RRI

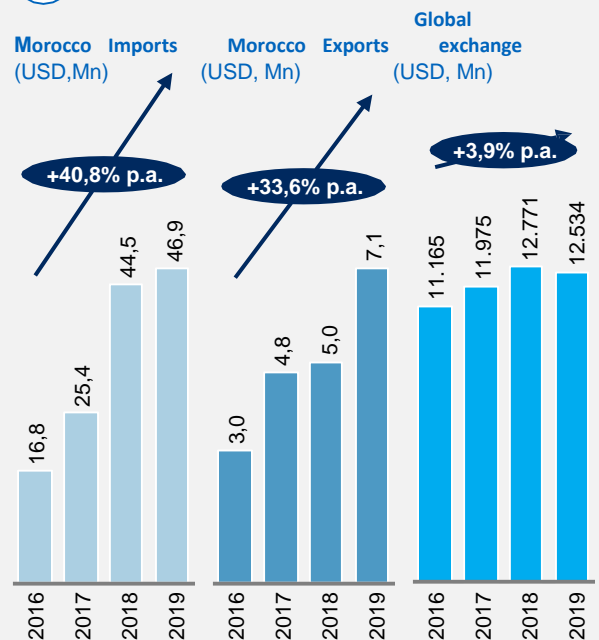
~15% - 25%

~4 - 5 year

### Average ROI



## Market growth and size <sup>2</sup>



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. Code HS : Complexité économique : 1905 / Trademap (valeurs d'exportation mondiales) : 190531, 190532

3. 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.