

Project #114: Soles Manufacturing (custom-made) and orthopedic shoes



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Description of the project



Design Unit / Making soles and assembly of orthopedic shoes with a double vocation, medical and comfort, being able to satisfy specific requests for custom-made products.

HS Codes: 64062000, 64041100



Highlights

- A growing market, particularly with the growth in medical prescriptions and the increase in the use of comfort products.
- Significant opportunity to meet demand in a specific way vs. generic imports generating low customer satisfaction



Complexity of the product²

Complexity Index (PCI)¹
 Harvard Economic Complexity

-3.33 2.56

-0,79 / -0,56



Main inputs required

- ✓ Leather
- ✓ Synthetic fabrics (interior)
- ✓ hardware
- ✓ Thread / laces



Main investment advantages

Grant

- ▶ ISTITMAR SME or VSE program, depending on the Turnover

Training assistance

- ▶ IDMAJ" Program
- ▶ TAEHIL" Program

Funding

- ▶ Mezzanine SME
- ▶ Green Invest

Potential land

- ▶ PI Ain Cheggag
- ▶ PI Casa City Shoes
- ▶ PI Sidi Bouothmane

Branch

Leather

Sub-sub-sector

Shoes



Financial indicators (estimated³)

Potential investment

~2 - 4 Mn MAD

Potential turnover

~6 - 8 Mn MAD

EBIT at 7 years

~25% - 30%

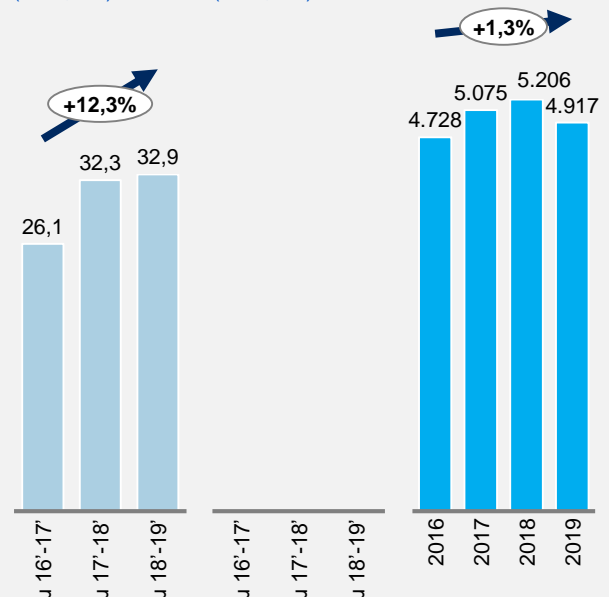


Market growth and size²

Morocco Imports
 (USD, Mn)

Morocco Exports
 (USD, Mn)

World trade
 (USD, Mn)



1. Product Complexity Index: Diversity and sophistication of the know-how required to produce a product. The ICP is calculated based on the number of countries producing the product and the economic complexity of those countries. The most complex products, those that only a few countries can produce, have the highest ICP (e.g. electronics, chemicals) vs. the least complex products (e.g. raw materials, agricultural products).

2. HS code: 'Economic complexity: 6404-6406 / Office des Changes (Moroccan Imports & Exports) + Trademap (World export values): 64062000, 64041100

3. Estimated figures from the perspectives of Moroccan experts and industrialists in these sectors. The financial indicators are provided for purely directional and informational purposes and do not constitute a form of commitment or guarantee.