

Sheet n°33-1/2- Integrated textile unit (wool production and manufacture of textile from wool)

Description



Unit including wool collection and processing (textile fabrics, clothing: coat, burnous, etc.)

Main customers : Specialist shops and textile companies

Branch and sub-branch: Textile/clothing

Complexity of the product -3,33  2,56

HS Code: NA

Key facts

- Export potential of Moroccan handicraft products: average annual growth of exports of 7% over the last 5 years
- Regional competitiveness in terms of mastery of craft skills
- Strong potential for garment exports to African countries (+138% of exports in 2021-2022), European countries (France, Germany) and the United States

Prerequisites (1)

- Setting up partnerships to secure upstream supply

Market indicators

Target market(s) :

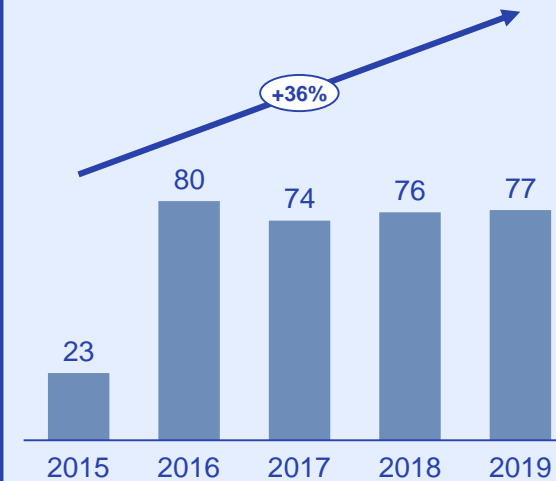
Target market(s), (from highest to lowest priority) to be addressed :

- +** National (including local): Opportunity for the local and national market
- Export: mainly to African and European countries

Market size and development

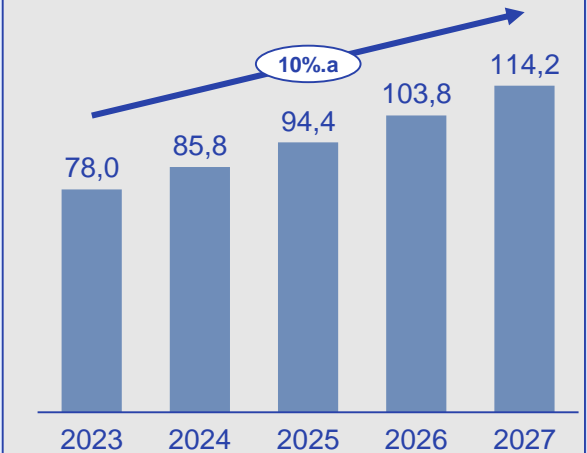
Handicraft market -Morocco

In billion Mad



Growth projection for the crafts market- Morocco

In billion Mad²





Sheet n°33-2/2 - Integrated textile unit (wool production and manufacture of textile from wool)

Financial indicators (indicative) :

Potential investment	10-20 Mns MAD
Turnover	30-40 Mns MAD
Estimated selling price	500-2,000 MAD/Burnus 500-3,000Mad/Coat
ROI	20-30 %
EBITDA (as % of sales)	10-20%
Jobs	20-50

Human resources

HR skills needed

- Knowledge of wool spinning
- Mastery of dyeing techniques and definition
- Seamstress - Quality & Design

Training offers

- CMC Laâyoune - Handicrafts branch ("Haute couture" speciality)

Raw materials and suppliers

Main inputs

- Wool

Main suppliers

- Textile distribution company (e.g. VIGHNESH, PREVENTEX)

Investment elements

Potential land

Priority provinces

- ✓ Laayoune ✓ Es Smara ✓ Boujdour ✓ Tarfaya

Type of land

Private domain of the State (e.g. Laâyoune-Es-Smara-Boujdour-Tarfaya handicraft activity zone)

Area

<1 000m²

Average land price

Unified Regional Investment Commission (CRUI)

Mode of mobilisation

Unified Regional Investment Commission (CRUI)

Main investment benefits

Grant

Morocco SME programme "creativity and co-development

Support for training

TAEHIL", "IDMAJ" programme

Other

Tahfiz", "Nawat" programme

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