

IMPLEMENTATION OF A PROCESSING UNIT OF CASHEW INTO SPREADING CREAM

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Introduction

Problem statement:

- Value leakage: agricultural products are often exported as raw the material without adding value. In addition, because of the low level of processing, there no secure outlet and the country strongly depends on exports. Finally, conservations problems oblige producers to sell their product at a loss in order to try to avoid enormous losses
- Value chain affected: Cashew (9% of proprocessing, \$ 300 Millions of losses in 2020)
- Solution approach: Processing

Implementation steps (milestones)

- Development of product
- Linkage to partners
- Constitution of the capital
- Declaration to CEPICI (Center for Investment Promotion in Cote d'Ivoire)
- Acquisition of production equipment
- Purchase of raw materials and ingredients
- Launch of the activity

Objectives

- Find an internal outlet for cashew in Côte d'Ivoire
- Increase the level of processing of cashew
- Pushing Ivorians to consume cashew

Expected costs

Registration and administrative costs : **300 Euros**

Investment costs: **5000 Euros**

Operating cost: **2000 Euros**

SWOT Matrix

STRENGTHS

- High production (first world production)
- Ease of supply
- Growing consumer interest in local products
- Promising market

OPPORTUNITIES

- Quota of 15000T of cashew allocated by the state for local processors
- Availability of technical and financial patners to support the improvement of the sector (CCA, World bank, GIZ...)

WEAKNESSES

- First experience in entrepreneurship: Lack of experience

TREATHS

- Political instability
- Competition from products already on the market

Expected outcome(s)

Create a processing unit of cashew. The final product is a cashew spreading cream that will be sold to the local population mainly through distribution channels and also outside the country

Location of Cote d'Ivoire



Possible risks

- Lack of support for the project
- Presence of allergen in the product that can also reduce the consumer base

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