

Pitch-deck

The logo for 'lmarchi' is displayed on a red rectangular background. The word 'lmarchi' is written in a white, lowercase, sans-serif font. A small green leaf-like graphic is positioned above the letter 'i'.

Presentation of the team



HAMMOUDA AMRAH, 38 YEARS OLD

Academic background:

Training - Diploma	Duration	Establishment
DEUG in economics	09/2015 to 09/2017	Ibn Zohr University /Agadir
Bachelor of Science Maths	09/2013 to 09/2014	Boumalen dades high school/ Boumalen dades

Professional career:

Job	Duration	Structure
Manager	01/2022 to 12/2022	Loffice technologies company
Manager	06/2016 to 06/2021	Amrah Services Company
Commercial Director	03/2019 to 06/2021	Adisia Food Company
Manager	03/2006 to 12/2014	Salne Company

Vision and Mission



- **VISION :** *Become the 1st provider of food supplies for Hotels/Restaurants/ Snacks Cafes/Creameries, plus all restoration consumables and related services in MENA and Middle East*
- **ASSIGNMENT :** *Provide everyday Hotels/Restaurants/ Snacks Cafes/Creameries with their food supplies to feed their customers with high quality products, we'll also provide them with consumables, Packaging, Software and Training*

Value Proposition



- "Lmarchi.ma" consists of providing food supplies, consumables, packaging, training and software for Hotels/Snacks/Restaurants/Cafés/Creameries.
- We provide all the food supplies, consumables, packaging, training and software needed by Hotels/Snacks/Restaurants/Cafés/ Creameries at the best quality and price.
- All our products and services are available through a web application/platform, simplifying and facilitating their ordering, tracking orders, archiving their invoices and helping their analysis.

Market Analysis

ACTIVITY AREA:

Trade and logistics

COMPETITIVE INTENSITY OF THE TARGETED MARKET

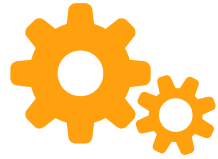
Business	Location	Strengths	Weaknesses
AD TRAD	Ait Melloul	-Quality products and services	Low range of products and services High prices
FRODIS	Casablanca/Agadir	-Competitive selling price	-Not located in Agadir -Low distribution recurrence
Market pro	Rabat/Salty	-Direct import	-High price -Weakness in distribution channels

MARKET SIZE OF MORROCCO

* Our customers are Hotels/Restaurants/ Snacks/ Cafes/Creameries in Morocco. Customers who are present in 6 major cities: Agadir, Marrakech, Casablanca, Rabat Tangier plus Fez, and who need to stock up on food supplies, consumables, packaging, training and softwares...

* The size of the addressable market in MAD:
 $6 \times 800 \times 1500 \times 30 \times 12 = 2.6$ billion MAD (6 cities, each one counts +800 Hotels/Restaurants/ Snacks/ Cafes/Creameries, 1500 MAD average daily basket, 30 days, 12 months)

Strategic activities



COMPANY'S ACTIVITY :

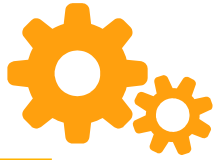
*-The field of activity of the company is **Trade and Distribution***

*- Origin of the idea / and problem: **Being a team of experienced professional of restoration for more than 10 years, and having an important experience in logistics and distribution, we've had a direct contact with the restoration actors (Hotels/Restaurant/Snacks/Cafes/Creameries, we found that their daily challenge is to get their food supplies and consumables at a « reasonable price ». There are a multitude of heterogeneous suppliers, and monitoring and managing their multiple orders with a multiple unequal providers is tough if not an impossible equation. From these points starts the idea of launching a combined Product/Services company that remedies these pain points.***

TARGET CUSTOMERS: *BtoB customers, Our customers are snacks and restaurants based in MENA , for Morocco in 6 major cities: Agadir, Marrakech, Casablanca, Rabat Tangier and Fez, with the need to source food supplies, consumables, packaging, training and software*

SUPPLIERS AND PARTNERS: *Our suppliers are: GASTRO, HUILLERIES DE SOUSS, MAKLA DISTRIBUTION, GOOD EAT, KHAYERAT, KENZ, STAR AND BONNE APPETIT; located in CASABLANCA, AGADIR, TANGER, KENITRA; WE PROVIDE ALL OF THE CONSUMABLES WE ARE LOOKING FOR; WE HAVE SECURED OUR SUPPLY FROM OUR SUPPLIERS WITH CONTRACTS*

Business Model



ECONOMIC MODEL

1-Sale of food supplies and consumables to Hotels/Snacks/Restaurants/Cafés/Creameries : it includes *french fries*, *minced meats*, *sauces*, *packaging*, *fruits* and various vegetables, plus all other products sought after by snack bars and restaurants

2-Sale of Software

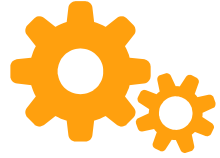
3-Sale of Trainings

-Product prices: Consumables by piece, Fruits and Vegetables by kilo, Packaging by piece, Trainings by Day, and Software by License

-Expected margins:

- ❑ Average margin on Basket: 18.6%
- ❑ Average margin on training: 34.5%
- ❑ Average margin on Software: 30%

SWOT



The SWOT synthesis aims to summarize the different points of the previous sections by analyzing the Strengths and Weaknesses internal to the company, and Opportunities and Threats external to the company.

Strengths

- **Complementary and experienced team**
- **Strong address book**
- **Field experience in the field**
- **Exclusive contract with suppliers**

Opportunities

- **Accelerated digital transformation in Morocco and Africa**
- **Tendency of the state to encourage the tourism sector and the catering sector**

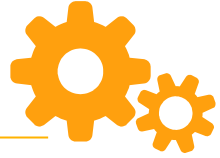
Weaknesses

- **Weakness in financial resources**

Threat

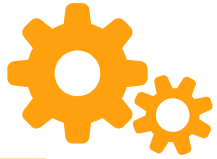
- **Strong competition in the field**
- **No barrier to entry into the domain**

Mix Marketing "Product"



- **Our products:**
 - **Consumables:** Fries, Tortilla, Sauces, Cheese, Meat, Turkey, Chicken, Tomato Sauce, Pizza Dough, Tuna, Corn, Seafood
 - **Vegetables :** potatoes, tomatoes, carrots, onions, courgettes, salads, cabbage-Broccoli, cucumber
 - **Fruits:** Orange, Banana, Avocado, Apple, Kiwis, Pineapple, Papay
- **Our services :** Management training - Quality training - Customer relationship training - Hygiene training - Software
- **Our product related services:** Delivery, after-sales and maintenance services
- **The conditioning:** We store all of our products in warehouses, each warehouse has 2 cold rooms and storage shelving,
- **The ranges:** Consumables; Vegetables-Fruits, Packaging, Training, Software

Mix Marketing "Price"



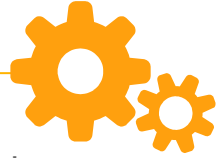
- **Pricing policies:**

- We have a policy of alignment with the prices of the competition while offering a higher quality
- We have the best value for money on the market

- **Payment and credit terms:**

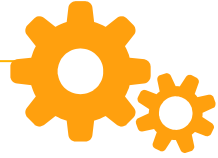
- Customers pay on delivery of orders
- Our suppliers are paid over 30 days

Mix Marketing" PROMOTION (communication)"



- **Sales**: Field prospecting; Door to door via our sales representatives presenting our product catalogs to potential customers;
- **Advertisement**:
 - ONLINE**: via website, via Facebook, via LinkedIn, via Instagram, Emailing
 - OFFLINE**: Via distribution of flyers and business cards.
- **Sales promotion**: Via distribution of samples, Via occasional discounts, Via Loyalty packs
- **Direct Marketing** : Contracts with professional associations of Hotels/Snacks/Restaurants/Cafés/Dairy

Mix Marketing" PLACE (distribution)"



- **Points of sale:**

a-We have warehouses where our customers wanting sourcing can move to order their consumables and packaging if they don't want to be delivered.

b- Our customers can order 365/7/24 on through platform:www.lmarchi.ma !

- **Distribution channels:** we distribute and deliver directly via our vans
- Stocks and warehouses: We store all the products warehouses, each warehouse has 2 cold rooms and storage shelving
- The assortment of orders: We combine all of our products, consumables and training services on our showcase platformwww.lmarchi.ma
- Logistics: We have 3 vehicles to serve our customers “**Hotels/Snacks/Restaurants/Cafés/Creameries**”
- ”

Development Vision



How do you see your project over the next 3 years in terms of:

-% Development of turnover:

81,000,000DH In 2024; **425 301 5000DH** In 2025; **531,975,0000DH** In 2026

-Job creation :

66 jobs In 2024; **200 jobs** In 2025; **400 jobs** In 2026

- Geographical development
- **5 cities of Morocco in 2024;** Tunisia/Senegal/Cote d'ivoire **In 2025** , SA/Kuwait/UAE **in 2026**

“

Thanks!

Contact details :

Phone number: **0661802172**

Business email address: **lmarchiapp@gmail.com**

Website : **www.lmarchi.ma**

Social media links

FB: **<https://www.facebook.com/LmarchiApp/>**

LinkedIn: **<https://www.linkedin.com/in/lmarchi-ma-36a987230/>**

Instagram: **<https://www.instagram.com/lmarchi.ma/>**