

# Une boulangerie saoudienne vieille de 40 ans



**MERGERSCORP**

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Leader depuis 40 ans dans le secteur des produits de boulangerie spécialisés, la société offre des solutions intégrées verticalement à ses clients grâce à des partenariats fructueux qui ont fait leurs preuves.

### Portefeuille de produits

Cette entreprise fabrique divers produits de boulangerie sur des lignes automatisées utilisant une technologie de pointe. Petit pain, samoli, feuilles de samosa, croissant, rouleau sucré, tortilla, gâteaux et shabura.

### Efficacité de la production

Les lignes de production sont stratégiquement conçues pour une efficacité optimale.

### Présence dans le commerce de détail

L'entreprise possède actuellement trois magasins de détail en Arabie saoudite, qui proposent des sucreries et des produits de boulangerie fraîchement préparés, tels que le Baklava.

### Réseau de distribution

Grâce à une logistique efficace, plus de 20 camionnettes de livraison distribuent les produits tous les jours ou tous les deux jours dans les zones clés du pays.

### Portée du marché

Les produits sont placés stratégiquement dans les supermarchés, les magasins de proximité et les hôpitaux par le biais de divers canaux de vente.

### Opportunités de croissance

Bien que les usines fonctionnent actuellement à 25 % de leur capacité, des contrats ont été conclus avec des chaînes de supermarchés en vue d'une expansion à Riyad et à Djeddah. La restructuration financière permettrait d'utiliser pleinement les capacités disponibles.

### TARGET PRICE

\$37,000,000

### GROSS REVENUE

\$6,000,000

### BUSINESS TYPE

Fabrication

### COUNTRY

Arabie Saoudite

### BUSINESS ID

L#20240611

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