

# Société productrice de pain



**MERGERSCORP**

## Société productrice de pain

La société a été créée en 2001 en tant qu'entreprise multipartenaires dans la région égéenne. L'entreprise compte trois principaux sites de production et deux points de vente au détail.

### Produits

L'entreprise produit des toasts, du pain et des produits de boulangerie en tant qu'usine sur 3 sites. Elle produit des pâtisseries, des gâteaux et des bagels grâce à ses installations modernes d'automatisation qui permettent de produire 100 000 pains de style folklorique par jour et dispose de succursales ainsi que d'un vaste réseau de distribution.

L'entreprise détient les droits d'enregistrement de la marque d'un pain grillé connu dans toute la Turquie. En outre, l'entreprise dispose d'une marque de valeur et d'un enregistrement connus.

La première et principale usine de production a été établie sur une surface de 1600 m<sup>2</sup> appartenant à l'entreprise dans la région égéenne.

La production est de 15 000 000 unités pour le pain, 840 000 unités pour le pain pita, 840 000 unités pour le pain grillé et 5 184 000 unités pour d'autres types de pâtisseries, avec une capacité de production annuelle de 128 700 kg de produits.

Une deuxième usine de production a été créée sur une surface de 3 150 m<sup>2</sup> appartenant à la société de la région égéenne.

La capacité de production annuelle est de 285 000 kg de pain grillé, 364 000 kg de pain de mie et 364 000 kg de pain hamburger.

La troisième usine de production a été établie sur un terrain de 9 000 m<sup>2</sup> qui avait été loué pour l'entreprise dans la région de Marmara.

L'usine a une capacité de production annuelle de 3 008 102 kg de différents groupes de pains.

### Points forts

- Des sites commerciaux avantageux
- Variété et qualité des produits
- Une bonne main-d'œuvre et un personnel qualifié
- Normes de qualité avec ISO 9001 et ISO 22000
- Infrastructure technologique et processus de production
- Notoriété de la marque et licence enregistrée

### Faiblesses

- Pression concurrentielle
- Infrastructure technologique
- Fluctuations saisonnières de la demande
- Pénurie de main-d'œuvre

### Opportunités

- Un marché en pleine croissance
- Innovation et développement de produits

#### GROSS REVENUE

\$0

#### EBITDA

\$0

#### BUSINESS TYPE

Fabrication

#### COUNTRY

Turquie

#### BUSINESS ID

L#20240628

- Possibilités d'exportation

## Menaces

- Coût
- Changements
- Pression des concurrents
- Évolution de la demande

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