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introduction

"Amghare is not just a project to sell spices and dried fruits; it's a project that aims to reintroduce traditional Moroccan products in a modern, healthy, and organized way." Today, I am honored to present to you the Amghar project, a Moroccan startup that seeks to develop the processing chain for natural and local products, transforming them from their traditional, unorganized form into high-quality products that meet the demands of the modern consumer and adhere to food safety standards. We believe that Moroccan products possess significant value, but they need better processing and presentation to reach the consumer in the best possible condition.

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🌿 Who are we?

🎯 Our vision is to become a trusted Moroccan brand in the field of spices and natural products by offering clean, safe, and high-quality products.

🎯 Our mission is to raise the quality of local products and enhance the confidence of the Moroccan consumer by adopting a professional processing chain that respects health standards.



Amghare is a Moroccan project specializing in: natural spices and dried fruits.









⚠️ The problem

The Moroccan spice market is estimated to generate around one billion dirhams annually, but a significant portion remains unregulated. Key challenges include: a lack of hygiene and food safety standards; substantial quality variations; the presence of impurities in many products; weak traceability and source assurance; and a loss of consumer confidence in the quality of available spices. Through our direct interactions with customers, we've discovered that hygiene and quality have become paramount purchasing criteria.

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The solution we offer

At Amghare, we don't just sell the product; we process and improve its quality before it reaches the consumer.

🔬 The basic process: removal of impurities and initial sorting; washing the spices according to a well-defined methodology; hygienic drying to preserve nutritional value; grinding when needed; and packaging under hygienic conditions.

🎯 The result: a clean and safe product; consistent quality; ready for immediate consumption; and higher market value.

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What makes Amghar special?
Value Added (USP)



Focus on cleaning and processing spices before selling them



Improving quality without compromising the original nature of the product



Building a long-term relationship of trust with the consumer

Our motto

".Amghare doesn't just sell spices... he sells quality, trust, and food safety"

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Current Achievements 📈



The project began with simple operations including cleaning and sorting. We also operated a pilot store for a year in Khouribga, which allowed us to: test the market firsthand, build an initial customer base, understand consumer needs, and gain practical experience in sales and distribution.

📊 Key takeaways: Consumers care deeply about cleanliness; customers are willing to pay more for quality; and professionally packaged products inspire greater trust. This confirms a genuine demand for our solution.

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👥 Target market

B2C
Moroccan households
Consumers concerned with health and food quality



B2B
Grocery Stores
Restaurants
Hotels
...
Distributors

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Project needs



:We need support with cleaning, washing, drying and packaging equipment



Technical support, marketing, and digital transformation



Assistance in creating an online platform

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💰 Financing Plan

Cost	Field
150.000 dirhams	Cleaning, washing, drying and packaging equipment
dirhams 12,000	Electronic platform
dirhams 20,000	Digital Marketing
For a total of 182,000 dirhams	



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Expected impact

Through this project, we aim to: improve the quality of local products, raise the level of food safety, enhance the confidence of the Moroccan consumer, create future job opportunities, and contribute to the regulation of the spices and dried fruit sector.

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🎯 🏁 Conclusion

"With your support, Amghar can transform from a startup into a leading Moroccan brand that contributes to the promotion of local products and the organization of the spice and dried fruit market in Morocco." We are not only looking for funding, but also for a partnership and support that will enable us to build a successful and sustainable model that creates real economic and social value. Thank you for your time, and we look forward to the opportunity to work with you to achieve this vision.



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Thank you all



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