

## **1- VISÃO GERAL DO PROJETO:**

INCOPAL was founded in 1995 with the purpose of manufacturing food products such as ice cream cones, cookies with and without cream, biscuits, sweets, toffee, chewing gum, wafers.

A quota company with two partners, Mr. Ibrahim Mahomed Abdul Gani and Mr. Yussuf Mahomed, both with 50%.

Initially, INCOPAL's bet was on the cookies designated traditional biscuit, with the trade name Biscoito da Manhã and the Original Biscuit. These are the products that launched the INCOPAL brand on the market.

In a second phase, the Tropical Mint candy and the Ice Cream Cone were introduced to the market.

The trademarks are registered with the Institute of Industrial Property (IPI) and are also registered with the National Institute of Standardization and Quality (INNOQ).

It was awarded the XXVI International Trophy for Quality – New Millennium Award in Madrid, Spain, in 2011.

The factory produced the following quantities per shift:

8,500kg of biscuits;

55,000 units of ice cream cones;

4,200kg of sweets;

360kg toffee;

200kg of lollipops;

500kg chewing gum

1996 – INCOPAL starts distribution at national level, namely in the South zone of Mozambique and, with distribution agreements with the main distributors in the centre of the country.

1998 – INCOPAL becomes the largest national factory in the production and sale of biscuits and sweets.

2000 – implements a semi-automatic production line with greater capacity to produce glucose, maria, lemon cream and water-and-salt. The unit had two hundred and fifty employees and three vehicles for distribution in the South of the country.

2002 – Maria, glucose, lemon cream cookies are successfully introduced to the market.

2004 – an automatic packaging line was introduced in order to reduce production time and meet growing demand.

2005 - the OK Cookie was introduced.

2010 – invested in the production of chewing gum line with the Zippy brand.

2012 – a semi-automatic line was implemented for the manufacture of lollipops with the trademark Pinta Língua (paint the tongue)

2014 – the coated sweets (toffee) with three flavours, chocolate, chocolate with coconut and chocolate and with vanilla were introduced on the market. In the same year, the Royal wafer was introduced with six flavours, namely chocolate, strawberry, vanilla, banana, toffee coconut and original. It was sold in packs of six units which made it accessible and was marketed by street vendors.

2015 – the Force and Nthamo cookie was introduced, better known as Mata-Fome (hunger-killer).

2017 – for reasons unrelated to the company's management, it was forced to paralyze its activities

**2- OBJETIVOS:**

INCOPAL intends to reactivate with some production lines, namely biscuits, cones and sweets.

**Action Plan**

Actions/Week	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
1. Analysis and identification of a financier/investor	▨																	P r o d u c t i o n  S t a r t
2. Refinancing/restructuring of current debts	■	■	■	■	▨	▨												
3. Rehabilitation of facilities	■	■	■	■	■	■	■	■	■	■	■	■	▨	▨				
4. Import of equipment and technicians for machinery maintenance	■	■	■	■	■	■	■	■	■	■	■	■	■	■	▨	▨		
5. Import of raw material										■	■	■	■	■	■	■	▨	
6. Hiring and training of labor															■	■	▨	
7. Prurchase of vehicles for distribution in Maputo Province												■						

▨ - possible delays

### **3- VISÃO:**

In the short term, INCOPAL's objective is to reactivate some production lines and reintroduce brands to the market at the national level using the previously proven distribution strategy.

In the medium term, INCOPAL's vision is to become financially sustainable and possibly reactivate the remaining production lines (chewing gum, lollipop, toffe and inclair).

In the long run, INCOPAL's vision is to reactivate the remaining production lines and possibly add pasta lines.