

# Empresa productora de pan



**MERGERSCORP**

## Empresa productora de pan

La empresa se creó en 2001 como empresa multisocia en la región del Egeo. La empresa cuenta con 3 instalaciones de producción principales y 2 puntos de venta al por menor.

### Productos

La empresa produce tostadas, pan y productos de panadería como fábrica en 3 emplazamientos. Produce bollería, pasteles y rosquillas con sus modernas instalaciones automatizadas que producirán una capacidad diaria de 100.000 barras de pan de estilo popular y dispone de sucursales, así como de una amplia red de distribución.

La empresa tiene los derechos de registro de marca de un pan tostado conocido en toda Turquía. Además, la empresa tiene un registro y un valor de marca conocidos.

La primera y principal fábrica de producción se ha establecido en 1600 m<sup>2</sup> pertenecientes a la empresa en la región del Egeo.

La producción es de 15.000.000 unidades de pan, 840.000 unidades de pan de pita, 840.000 unidades de pan tostado y 5.184.000 unidades de producción de otro tipo de bollería, con una capacidad de producción anual de 128.700 kg de productos.

La segunda fábrica de producción se ha establecido en 3.150 m<sup>2</sup> pertenecientes a la empresa en la región del Egeo.

La capacidad de producción anual es de 285.000 kg de pan tostado, 364.000 kg de pan de molde y 364.000 kg de pan de hamburguesa.

La tercera fábrica de producción se ha establecido en un terreno de 9.000 m<sup>2</sup> alquilado para la empresa en la región de Mármara.

La fábrica tiene una capacidad de producción anual de 3.008.102 kg de diversos grupos de pan.

### Puntos fuertes

- Ubicaciones empresariales ventajosas
- Variedad y calidad de los productos
- Buena mano de obra y personal cualificado
- Normas de calidad con ISO 9001 e ISO 22000
- Infraestructura tecnológica y procesos de producción
- Conciencia de marca y licencia registrada

### Puntos débiles

- Presión competitiva
- Infraestructura tecnológica
- Fluctuaciones estacionales de la demanda
- Escasez de mano de obra

### Oportunidades

- Mercado en crecimiento
- Innovación y desarrollo de productos
- Oportunidades de exportación

#### GROSS REVENUE

\$0

#### EBITDA

\$0

#### BUSINESS TYPE

Fabricación

#### COUNTRY

Turquía

#### BUSINESS ID

L#20240628

## Amenazas

- Coste
- Cambios
- Presión de la competencia
- Cambios en la demanda

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