

AZIZ DATES

FEASIBILITY STUDY

AZIZDATES FOR ORGANIC DATES

www.azizdates.com





Executive Summary

Aziz Dates Company specializes in organic date production in the Jordan River Valley, focusing on high-quality Medjool dates. The company aims to capitalize on the growing demand for organic dates in local and international markets.



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Project Objectives

Increase annual production by 10% over the next three years

Expand exports to 5 new countries by 2027

Obtain international quality certifications for organic products

Develop a production line for processed date products by 2026

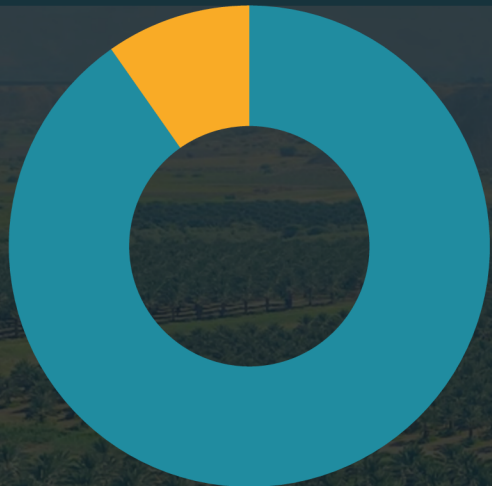


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● MEDJOOL DATES

● DEGLET NOUR

DEGLET NOUR
9.7%



MEDJOOL DATES
90.3%



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Technical Analysis and Project Description

Project Components

Component	Details
Land Area	650 dunams +160 dunams in 2025
Palm Trees	6,750 Medjool, 730 Deglet Nour
Medjool Productivity	100-120 kg/tree annually
Annual Production	650 tons Medjool, 70 tons Deglet Nour
Irrigation	Advanced system using purified Jordan River water



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MARKET STUDY

TARGET MARKET ANALYSIS

- GROWING LOCAL AND INTERNATIONAL DEMAND FOR ORGANIC DATES
- HIGH DEMAND FOR MEDJOOL DATES IN EUROPE AND NORTH AMERICA

COMPETITION

- LOCAL: OTHER DATE FARMS IN HOLYLAND





COMPETITIVE ADVANTAGE

- Low-altitude, fertile growing area enhancing quality
- Modern packaging facility
- 100% Organic production meeting health-conscious consumer demand



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A man and a woman are seen from behind, looking out over a vast landscape. The man, on the right, is wearing a blue and white striped shirt and is pointing his right index finger towards the horizon. The woman, on the left, is wearing a white cap and a white dress with a red floral pattern. They are standing on a dirt path, looking over a dense field of palm trees. In the distance, there are rolling hills and mountains under a clear sky.

TARGET AUDIENCE

1. GROCERY STORES AND HEALTH FOOD SHOPS
2. SPECIALIZED ORGANIC PRODUCT MARKETS
3. HEALTH-CONSCIOUS CONSUMERS
4. FOOD MANUFACTURERS USING DATES AS INGREDIENTS



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Annual Operating Costs (NIS)

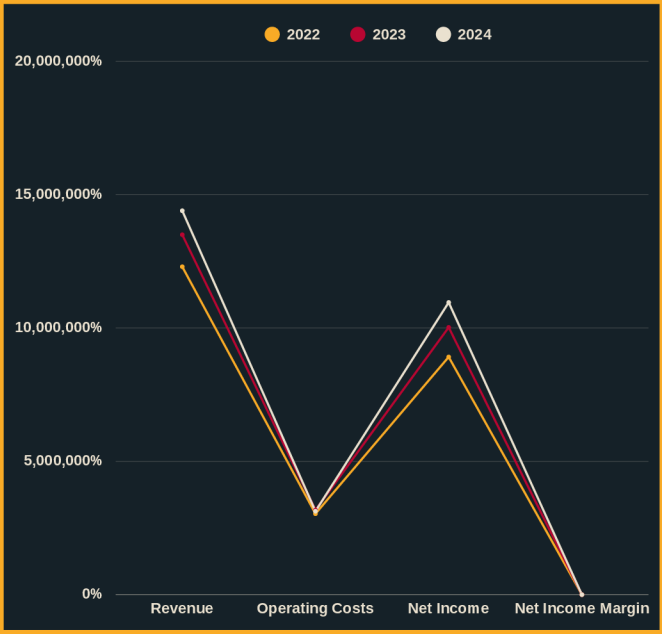


ITEM	2022	2023	2024
Water	100000	100000	100000
Electricity	380,000	390,000	390,000
Farm Workers	1,000,000	1,020,000	1,000,000
Packaging Workers	500,000	600,000	600,000
Agricultural Fertilizer	190,000	200,000	180,000
Organic Salt	65,000	65,000	60,000
Annual	800,000	800,000	800,000
Total Operating Costs	3,035,000	3,175,000	3,130,000



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Financial Performance (NIS)



Item	2022	2023	2024
Revenue	12,300,000	13,500,000	14,400,000
Operating Costs	3,035,000	3,175,000	3,130,000
Net Income	8,915,000	10,025,000	10,960,000
Net Income Margin	72.48%	74.26%	75.69%



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Analysis of Results:

Revenue Growth: 9.76% from 2022 to 2023, 6.67% from 2023 to 2024

Operating Costs: Increased by 2.66% from 2022 to 2023, then by -1.01% from 2023 to 2024

Net Income: Grew by 12.45% from 2021 to 2022, then by 9.33% from 2022 to 2023

Net Income Margin: Stable around 73% over the three years



Initial Investment:

Equipment purchase: 12,000,000 NIS Payback
Period Calculation

Total initial investment: 12,000,000 + 3,385,000
= 15,385,000 NIS

Payback period: Approximately 1 year and 7.7
months



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Economic Feasibility Indicators

Indicator	Value	Interpretation
ROI (3 years)	66.52%	Good return on investment
Annual ROI	83.06%	High average annual return
Payback Period	1 year 7.7 months	Relatively short, indicating quick capital recovery
NPV	32,131,818 NIS	High positive value, indicating significant added value
IRR	79.53%	High internal rate of return, suggesting strong investment attractiveness



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ROI / 3 YEARS
ROI
IRR



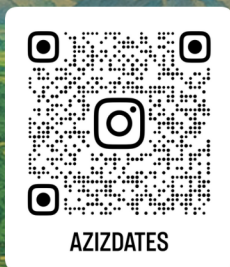
66.5%
83.1%
79.5%



Conclusion and Recommendations

1. Invest in expanding production capacity due to good profitability and increasing demand for organic products.
2. Develop strong marketing strategies focusing on the organic nature of the product.
3. Explore new export markets to increase revenue and diversify the customer base.
4. Invest in R&D to improve palm productivity and date quality.
5. Study the possibility of establishing a production line for processed date products.
6. Improve resource efficiency, especially water and energy, to reduce operating costs.
7. Build strong relationships with distributors and retailers to ensure effective distribution channels.

The project demonstrates high economic feasibility with strong financial indicators, suggesting a promising investment opportunity in the organic date market.



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100% Organic
Taste The Difference



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