

Other almond business concepts (not short-listed in preliminary selection)

1. Marketing & Sales Agency

Bottlenecks:

- Associations and marketing: “Associations are informal and marketing undeveloped” (branding, certification etc)
- *Transport and export: “Limited export channels and direct export from Mazar”*

The Solution: Business Concept

Buyer for different fruits and nuts, providing quality control, basic packaging and labeling, supply chain management, contacts with buyers/retail, etc. organizing deliveries, and supervising and arranging warehousing.

2. Cold Storage facilities and/or cold storage transportation

Bottlenecks:

- *Storage facilities: “Warehouses and cold storage are lacking”*
- *Transport and export: “Limited export channels and direct export from Mazar”*

The Solution: Business Concept

Cold-storage facilities and refrigerated trucks which service all almond producers, farmers and traders to access higher-value markets.

3. Low-tech almond-processing factory

Bottlenecks:

- Value addition (e.g. deshelling) and packaging: “Absence of professional processing services and no varied packaging”

The Solution: Business Concept

Low-tech value added processing built on existing service unit of sorting and grading.

Price of end-product will be substantially higher because of added-value product and sales in higher-end markets, which means increased income throughout the almond-subsector in Afghanistan.

Possibilities for low-tech processing of almonds:

Naqul (sugared almond) for local market, but competition may be fierce

Grated almond for confectionary (small packs), only as a side-product

Salted almonds

Roasted almonds

Chocolate almonds (etc.)

Wasabi- coated almonds

Dates filled with almonds