



Business and Investment Snapshot Pulses Exporter	
Sector(s):	Agro Processing/ Pulse and oil seed
Location(s):	Adama, Ethiopia
Number of Employees:	The company currently has eight permanent employees, and after expansion it will hire an additional 37 employees. The company also works with hundreds of day laborers.
Product Line(s):	The company is engaged in the export of raw pulses, oil seeds and spices like beans, sesame, ginger, etc. The company wants to engage in cleaning, packing and exporting pulses, oil seeds, spices and other agricultural commodities.
Management:	The owner has been engaged in the export of pulses and oil seeds since 2007, with pulses exporting being the major line of business.
Opportunity:	The company exports to the Middle East and Eastern Europe. So far the company has been exporting raw pulses and oil seeds without any value addition. Now, the company wants to engage in cleaning, packing, and exporting of pulses. It is seeking an investment of \$1.6M for the purchase of machinery, the construction of a building, and working capital.
Market Trends:	Ethiopia is the fifth largest exporter of dry beans in the world, by volume. In 2011, export volumes of dry beans reached 108M tons, with annual export value of \$153M. From 2007 to 2011, export revenue has grown by 133%., averaging 26% per annum. Over the last 14 years, the total volume of imports and exports globally has increased by 50%, from 4.4 to 6.7 million tons, and the value of imports and exports has more than doubled over the same period. This suggests that the demand for pulse crops traded in the world is increasing at a higher rate than the supply. Ethiopian's export prices for pulse (currently \$603 per ton) is considerably lower than the world average (70% lower) and its regional competitor, Egypt (130% lower), which suggests that this sector will likely grow in the coming years.
Investment Amount:	\$1.6M: 40% for CAPEX and 60% for working capital
Revenue – Previous Year:	~\$1.57M
Net Margin – Previous Year:	10%
Social Impact:	Create employment opportunities, mainly for women, and provide value-addition to pulse and oil seeds (government priority).

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