



Project KHORCHOUF



2000 families along the Tuniso-algerians borders are living from **Khorchouf** (Cardoon)



A dangerous work environment, **without any protection or rights**



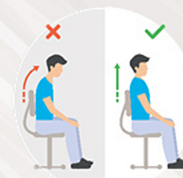
Abundance of the Cardoon (wild of plant)

OPPORTUNITIES

2.48M student



21.6% of the Tunisian population are students



Schools desks **doesn't** respect the minimum **measures of health**



76% of the students have **health problems** related to **bad sitting position**



Intense need for **recyclable materials**

ACTIONS



185 Hours of Training
Improving workers skills and increasing their productivity.



Restructuring the sales strategy.



Commercialization



20 000 Dt
Fund raising



Creating a **Business entity**.



Establishing a **Storing unit**.



CERTIFICATION OF:

- ✓ Appreciation and honor from the **MINISTER OF AGRICULTURE**.
- ✓ Development of the entrepreneurial spirit in **the rural world**.



The research phase:
✓ We made a study on more than **4500** student.
✓ **Certification of effectiveness**.



Providing a special training in **Community Management**, mailing, computer tools, and **clients contact**.



Providing a special training and a contract with an **insurance company**.



Sustainability phase

IMPACTS

Economically



1 Entrepreneur
32 created jobs
(in which **7** are **fix**)
Generating a
967 DNT/MONTH

Socially



32 women are learning more skills and knowledge

Environmentally



Protecting the environment from Cardoon's negative effects

Economically



1 Entrepreneur
7 created jobs

Socially



More than 800 students are much more concentrated, comfortable and relieved.

Environmentally



"Nothing is lost, Everything is transformed"
A 100% recyclable product

FINANCE

Turnover :
15000 TND

Cost per unit :
2.8TND

Selling price per unit :
4 TND

Unit sales:
3750

Turnover :
90000 TND

Average Cost per unit:
173,250 TND

Average selling price per unit:
225 TND

Unit sales:
400