

## Senior Expert Corps – a Project of Swisscontact

Promoting entrepreneurship through expertise – Imparting technical skills through volunteer work

The retired professionals of our Senior Expert Corps (SEC) are qualified experts on site. Through their consulting services, they provide hands-on, cost-effective support towards sustainable development of companies and institutions.

SEC Assignment in Mongolia, 2018

Assignment No. 3477

**Location** Ulaanbaatar, Mongolia

**Client** Textil/Knitting Manufacturing and Export

**Expert** Frank Geser, Management Textil Industry

**Period** 04. - 24.08.2019



### Client Profile

The client is a family owned company with 40 employees. It is in Ulaanbaatar a typical SME in the “knitting” production and sales, mainly for export, for private label customer and with an own Brand name. Working with raw material from Mongolia as cashmere, yak and camel wool and some silk and blended yarns.

### Tasks

- Management improvement, culture and commitment with measurable targets
- Quality Management review, focusing the needs of the organisation to the market, from management to marketing, sales and production
- Improvement of market position and marketing plan

### Results

- Company statement, management organisation with young generation integrated. Guideline of decision, carrying out, contribution and information responsibility. Meeting plan with main topics, worked out. Recommended new account and budget plan for 2020 to improve cash flow.
- Calculation and reporting broken down to market and product groups
- QM not ready for review. Worked out company cooperated mission statement, purpose of QM system with responsibility guidelines. Started and trained working out first process description.
- Market chart with different possible sales channels and bench mark discussions. Inputs to marketing mix strategy and next steps, based on the 7 P strategy.