

## 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 Cambodia, 2019**

**Assignment No. 3501**

**Location** Siem Reap, Cambodia  
**Client** Hotel and Restaurant  
**Expert** Lucas Merckaert, Hotelier  
**Period** 12.03. - 10.04.2019



### Client Profile

The client is an owned Hotel in downtown Siem Reap, located on the river banks.  
The hotel includes 46 rooms and suites, one à-la-carte restaurant, a roof top bar & lounge, the Nirvana spa & wellness and an outdoor pool with a bar.  
The property has 110 employees and is managed by one general manager with 6 head of departments.

### Tasks

Employees are to be trained on efficiency and customer service enhancement.  
Expert will be training the marketing department and sales team on creating values for customers staying at the resort to earn their loyalty.  
Expert will be providing training on increasing sales and as a result create more profit for the establishment.  
Expert will train management team on keeping updated with the competition and as a result train on how the property will compete with the new hotels.

### Results

Drawing up of a marketing plan with the general, sales and marketing manager.  
Training of staff.  
Support of HR manager.  
Work flow in the hotel within the departments.  
Update of wording on website.  
Update of wording in printing material, letters, contracts and mails.