

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. 3587

Location	Phnom Penh, Cambodia
Client	Lotus Broadcasting Services
Expert	Philip Todd, Marketing Expert
Period	18.11. - 06.12.2019



Client Profile

Lotus Broadcasting Services Co., Ltd. (Lotus Radio FM 100.5) since 2016, is a business company which applies corporate social responsibility (CSR) in Cambodia. They commit to pay back to the society through knowledge and information sharing.

About 30 employees are involved in producing radio broadcasting during 9 hours daily and in producing other digital video and audio services to NGO's, Government and private customers.

Tasks

- To support the management team by developing a strategy for the company
- To guide the MT to implement their goals and business plan
- To improve management skills

Results

- SWOT analysis performed
- 4 strategic options presented and discussed with the MT for the next 5 years
- Helped with Business planning for 2020
- Many marketing tools and frameworks presented for improvements