

## Senior Expert Contact – a Program of Swisscontact

### POTENTIAL MEETS EXPERIENCE

The retired professionals of our Senior Expert Contact (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, 2020

Assignment No. 3593

<b>Location</b>	Kampot, Cambodia
<b>Client</b>	Food Production
<b>Expert</b>	Peter Schürch, Financial Expert
<b>Period</b>	07.01. - 31.01.2020



#### Client Profile

The client is a medium size, family run company in the food processing business. Their main products are fish sauce, chili sauce and pepper. The pepper is grown on their own farm.

#### Tasks

- Restructuring of management of the company (organigram)
- Definition of rules and responsibilities of each staff member, from top management to ground staff
- Development of company planning and budget
- Development of a financial controlling system
- Development of marketing strategies

#### Results

- The organigram was revised and is now up-to-date
- Job descriptions and checklists for important tasks were drafted for key staff With standard forms provided by the expert, the company now has a budget and a sales/marketing plan for 2020
- With standard forms provided by the expert, the company now has a controlling and a liquidity tool to assess budget vs. actual figures and manage their liquidity
- With standard forms provided by the expert, the company now has a business plan for the upcoming 5 years that can be presented to banks and other potential investors
- The company has received know-how to improve their online and social network presence substantially.