

## 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 Remote Assignment in Nepal, 2021

Assignment No. 3821

<b>Location</b>	Kathmandu, Nepal
<b>Client</b>	Textile Garment and Accessory Manufacturing
<b>Expert</b>	Frank Geser, SME Business- and Textile Consulting in cooperation with Gunda Bornkessel, Textil Design
<b>Period</b>	11.01. - 13.04.2021



#### Client Profile

The garment manufacturing company is developing, producing and distributing clothing and accessories for women, men and children for the export, tourist and local markets. Founded in 1990, the company also makes handcraft screen prints, patchwork quilts, embroidery, and buttons.

#### Tasks

The expert's tasks were a follow up to a previous assignment, during which a SWOT analysis and an analysis of the marketing mix was carried out. The tasks were to improve the organisation and communication internally to ensure a market-oriented approach throughout the various company departments. The expert was also tasked with evaluating ways to find new B2B export customers during the pandemic period, with its travel restrictions and reduction of turnover.

#### Results

The organisation of the management team improved, with appropriate delegation of tasks which took into account processes and interfaces. A role description including decision-making responsibilities was drawn up for each manager and employee. The focus was first and foremost on the main functions i.e. Design and Development, Production, Sales and Distribution Marketing and Procurement. Recommendation were made to effect improvements in online Customer Service and in Social Media, Sales and Marketing activities. It was recommended to continue implementing process description with responsibility and to create a decision chart for relevant functions.