

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. 3822

Location	Kathmandu, Nepal
Client	Food Processing (Peanut Butter)
Expert	Günther Knotz Export & Logistic
Period	15.02. - 19.04.2021



Client Profile

Founded in 2016, the client is a buyer of peanuts as well as a producer of high-quality peanut butter, located in Kothan & Kathmandu. Currently 15 employees (2 full-time/13 part-time, 93% female) are engaged in this business with the aim of enabling the female population in Kothan to earn an independent income. The product is currently sold at local food markets and in tourist shops as well as in shops and via the internet in Japan.

Tasks

In this follow-up mandate, the focus was on completing the local production process chain and expanding the product range. Further goals are the constant optimization of production costs, the search for suitable sales channels and a business and marketing plan. However, the goal is not profit but the independence and employment of local women.

Results

With regard to product expansion, an energy bar is being developed and the filling of peanut butter in sachets is being evaluated. Initial contacts and surveys with trekking companies were positive. On the production side, the procurement of jars for filling proved to be difficult, but it was finally made possible thanks to a local supplier in Nepal. In addition to Singapore, new sales channels were opened up (hotel, bakery shop) and contacts to global duty-free shop suppliers were established. Due to the ongoing Covid pandemic, many activities are currently still not possible, so that other target markets, such as Europe, can only be tackled later.