

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, 2022

Assignment No. 3942

Location	Kathmandu, Nepal
Client	Manufacturing of handicraft products by people with disabilities
Expert	Karel Lansu M&S Professional and Textile Ingeneer
Period	24.03. - 09.06.2022



Client Profile

The client is providing training to people with disabilities and is producing handicraft products such as handknotted carpets, handwoven scarfs, wooden and metal statues, thangkas, incense, bracelets and so on. The Marketing and Sales activities are not running well. They also wish to expand production and improve product quality.

Tasks

1. To deliver training in Marketing, to enable the writing of a good marketing plan and a good business plan.
2. To improve of product quality.
3. To train the management team to improve the products, marketing & sales.

Results

As this was a remote assignment, we only succeeded in training the management team in marketing. They were made aware of the information needed to produce a marketing and a business plan, which could guide them to a better Marketing & Sales results. Also we discussed the functioning and design of a modern website.