

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, 2022

Assignment No. 3962

Location Phnom Penh, Cambodia

Client Bag and Textile Producer,
Fair Trade Member
Company

Expert Markus Goeldi,
Textil Manager

Period 09.07. - 05.08.2022



Client Profile

The client is a manufacturer of bags and similar products. The main fabrics used is material, which can be upcycled, such as from cement bags. The customers are located worldwide, most of them are Fair Trade Members. The client have a strong social engagement and about 80% of the employees live with a disability.

Tasks

Due to the Covid situation, the management was not able to expand the business and the future of the company was at risk. The company needed help in:

- Marketing and product development
- Customer relations, internet presence
- and general advice on several aspects of business administration

Results

Within the first week we already agreed a new product strategy. We created a marketing strategy and checked the costings of the products. Several steps towards becoming a known "brand" and building awareness have been done, such as labeling, internet and social media presence. Further contacts are welcome and projects such as implementation of the strategy are not finished yet.