

## 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. 4032

**Location** Phnom Penh, Cambodia

**Client** Health Industry

**Expert** Karel Haal,  
Financial Business  
Consultant

**Period** 15.09. - 02.12.2022



#### Client Profile

The client is a relatively young dental care clinic, situated in the heart of Phnom Penh. The clinic is managed by a well respected female dentist, and she is seen as a business woman to watch in Cambodian society.

She and her team are specialized in general dentistry, braces and implants.

With a staff of almost all women, high-end quality treatments are being provided to local customers and expatriates.

#### Tasks

Determine the strategy for the future.  
Develop guidelines for the accounting systems and processes.  
Review and give recommendations on managing cashflow.  
Advise on marketing of dental service activities.  
Training of accounting staff.

#### Results

Set the future goals and write a business plan for the next 3 years.  
Bring the basic accounting principles in line with local tax requirements and prepare for the introduction of a new integrated dental/accounting software package.

Develop and write a customer referral program and establish a discount policy statement.

A follow-up assignment is recommended for when the new accounting program is to be installed and implemented.