

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 Nepal, 2022

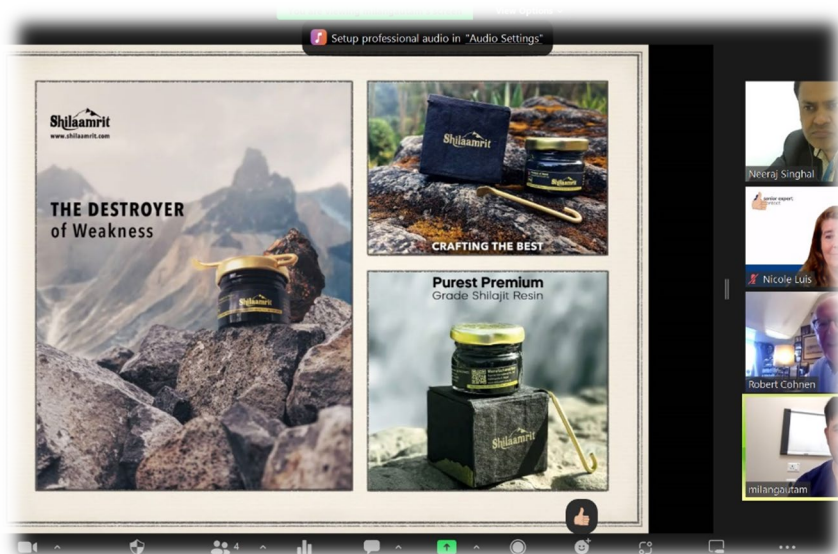
Assignment No. 4053

Location Kathmandu, Nepal

Client International trading company

Expert Robert Cohnen,
Marketing & Branding
Expert

Period 08.11. - 23.01.2023



Client Profile

The client is a young trading company in Nepal founded by a practising professional hospital doctor. The company aim is to develop and trade natural products from various Nepali sources for the benefit of the country's development and its people.

Tasks

The expert has been asked to develop a marketing strategy and give advice for business development in order to prepare the company and her products for distribution and export.

Results

During a long, pleasant and fruitful assignment, I have been able to develop the fundamentals of the company in terms of company principles, company profile and business slogan. Secondly the branding of the products has led to categorization, brand names and descriptions as well as brand logos etc. The above logo of the new category of Himalayan botanica has been created for a range of teas as well as food supplements like Moringa seeds.