

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, 2023

Assignment No. 4107

Location	Phnom Penh & Prongro Village, Serei Seiphon, Cambodia
Client	Cosmetic Industry
Expert	Robert Cohnen, Senior Expert Marketing & Branding
Period	17.04. - 06.05.2023



Client Profile

This cosmetic company has been established in 2019 targeted to create a cosmetic company and to contribute to the lives of people in Banteay Mancheay province in NW Cambodia. Due to Covid closure in 2021/22 the company was not able to continue (handmade) production of soap bars and other personal care products. With (re-) building her village-home into an office & production facility in Q4-2022 / Q1-2023 the founder/co-owner is looking for a new start of the company in cosmetic products.

Tasks

To create a new strategy for the company in terms of cosmetic segments, branding, marketing, distribution and sales. To guide the company with a new plan for business development in cosmetics & personal care products.

Results

During this assignment a new premium skin care brand has been created with 1st phase of an assortment of 10 face care products. A new brand name has been created, with brand story, brand communication and brand slogans. Furthermore a complete businessplan for the years 2023-2025 has been made with all marketing, distribution & sales details, as well as full financial planning for prep year 2023, launch year 2024 and distribution year 2025.