

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, 2023

Assignment No. 4077

Location Kathmandu, Nepal

Client Web Agency, IT

Expert Peter Schürch
Finance/Marketing

Period 09.04. - 01.05.2023



Client Profile

The client is a family owned IT company and web agency (30 employees) in Kathmandu, whose mission is to devise, design and develop innovative digital work for their customers. They develop innovative online presence and branding for their clients with a design-centric approach.

Tasks

- Introduce/establish a yearly planning and budgeting procedure
- Introduce/establish a regular controlling especially for Liquidity Mgmt.
- Provide and make a 3 year businessplan for an overdraft facility
- Review Job descriptions and suggest KPIs for different positions
- Propose different online marketing channels for international expansion

Results

- Planning/Budgeting for the FY 2023/24 is done and discussed with Mgmt.
- CnC has now a controlling and liquidity tool to manage the company better
- CnC has a 3 year businessplan ready to present to the bank
- Job descriptions have been updated with Goals and KPIs
- CnC has different marketing options/channels to test for its intl. expansion