

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 Kosovo, 2023

Assignment No. 4105

Location	Novo Brde, Kosovo
Client	Agro Tourism Business
Expert	Konrad Gerster, Business Economist
Period	23.10. - 09.11.2023



Client Profile

The client is an agritourism business with a restaurant (250 seats), 6 holiday homes (40 beds) and a small farm (vegetable cultivation and 30 bee colonies). Their main goals were the revision of the restaurant menu, better synergy between the restaurant, accommodation and gardens, and identifying how the resort could be better managed.

Tasks

- Create more vegetarian dishes, primarily from home-produced vegetables and fruits
- Build a new website according to current guest needs
- Provide advice on marketing, renovation projects, new restaurant porcelain and kitchen pre-production
- Training of the staff

Results

The menu was completely revised and redesigned and the pre-production of all dishes was established. The architecture of the new website has been worked out and discussed with the IT specialist, and will go online soon. A catalogue of ideas for the management on various topics (renovation of the holiday homes, maintenance improvements of the entire complex, marketing of the self-made brandy, packages for overnight guests, etc.) was created.