

Senior Expert Contact – A programme 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 the sustainable development of companies and institutions.

SEC Remote Assignment in Nepal, 2023

Assignment No. 4147

Location	Patan, Nepal
Client	Textile Design and Garment Manufacturing
Expert	Frank Geser, SME Business and Textile Consulting
Period	09.06. - 30.11.2023



Client Profile

The client is a small SME with 10 employees, founded in 2019 and guided by three young designers. ABiR Designers Hub develops, manufactures and distributes garments and accessories for men and women. The brand offers medium to high end products, made out of local, sustainable, environmentally-friendly, natural materials, to both Nepal and global markets, as well as offering design support to others.

Tasks

- Analyse the business situation, organisation and processes post-Covid 19
- Impart knowledge on basic marketing strategy, key opportunities and threats
- Find tools within in the marketing and production side, to help enable a profitable business

Results

A situational analysis was undertaken according to basic Marketing Mix Instruments, from an "outside" and "inside" view. Sales and cost figures related to the product lines were collected and analysed. Based on their Mission and Values, a marketing distribution, product, sales and price strategy, along with a production and personal strategy were devised. Management organisation was improved.