

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. 4162

Location Phnom Penh, Cambodia

Client Rice processing and exporting

Expert Roel Woering,
Consultant Strategy
Development

Period 29.10. - 24.11.2023



Client Profile

The client is a medium-sized rice processing and export company. It buys paddy rice from many individual farmers and (re)processes it into packaged rice. There is one brand with several product variations and the majority of sales is made via export to wholesalers on all continents. SEC was approached to help the client with their business, marketing and sales strategies.

Tasks

- Assist with developing a marketing strategy, including brand, product and market development
- Assist with developing a sales strategy for selected target markets.

Results

The main results include advice and guidance on introducing a second brand alongside the existing premium brand; which target markets to select and why; how to develop them, including a sales strategy and operational execution; and the redesigning and actualising of the company website.