

## 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 Assignment in Honduras, 2025

Assignment No. 4393

**Location** Tegucigalpa, Honduras

**Client** Food Processing and Sales

**Expert** Andreas Hasler,  
Business Economist

**Period** 19.10. - 02.11.2025



#### Client Profile

The company is active in the production, marketing and sales of agricultural products - from the field to the consumer. The management team is very committed to its business and has a lot of passion. The company has requested expertise for the development of the export side of the business.

#### Tasks

- Analysis of the company, marketing, sales and product portfolio
- Analysis of the quality management area
- Highlighting the need for action in various areas
- Create a proposal for the establishment of the export business
- Create a master plan for the tasks per area for the next two years

#### Results

The first week of this assignment was characterised by analyses of the various areas of the company and outlining the consequent need for action. The management team welcomed these inputs very openly. A master plan was developed during the second week, which serves as the basis for implementing the individual measures over the next two years. The foundation for the development of an export strategy has been laid.