

## Senior Expert Contact – un programa de Swisscontact

**POTENTIAL MEETS EXPERIENCE**

Los profesionales de nuestro programa de Senior Expert Contact (SEC) son expertos calificados en el sector correspondiente. A través de sus servicios de consultoría los expertos promueven el apoyo con prácticas rentables para el desarrollo sostenible de compañías e instituciones.

Asignación de asesoría a distancia SEC en Bolivia, 2025-2026

Asignación No. 4428

**Ubicación** Cochabamba, Bolivia

**Ciente** Laboratorio  
Cosmetologico

**Experto** Robert Cohnen,  
Marketing, Branding &  
General Management

**Tiempo de duración** 24.11.2025 - 04.02.2026



### Expediente del cliente

El cliente is a producer and distributor of essential oils and personal care products in the local Bolivian market. Company exists 16 years and is planning to construct a new factory and laboratoria. In order to reach a new stage in business development, branding, product assortment, business profile and brand communication should be improved.

### Funciones

The functions of the expert were entirely on the marketing and branding of the Company; its brands and its products. To review all aspects of the actual business in an online remote consulting process with emphasis on the brand communication , company branding; assortments and product appearances.

### Resultados

A full report of recommendations has been presented with new company branding and focus on main brand, improve packaging & product presentation, brand communication with emphasis on natural ingredients and "made in Bolivia", stronger focus on assortments and fast moving products. A full package of marketing ( and sales) recommendations.