

Senior Expert Corps – a Project of Swisscontact

Promoting entrepreneurship through expertise – Imparting technical skills through volunteer work

The retired professionals of our Senior Expert Corps (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 , 2015

2636

Location	Rahovec, Kosovo
Client	Agricultural Cooperative
Expert	Peter Guenter Marketing Specialist
Period	30.08. - 11.09.2015



Profile

The client is an agricultural cooperative run by women, whose husbands have been massacred during the Kosovo war in 1999.

In Rahovec the cooperative plants and processes different vegetables and produces traditional recipes. They asked for support from SEC for their marketing.

Tasks

The SEC expert has to support the cooperative with a professional business consultancy focusing on marketing.

Marketing material and PR/communication has to be checked and, if necessary, updated.

Results

Marketing material such as brochures, leaflets, catalogues etc. was reviewed and updated during the assignment.

The client was motivated to increasingly focus on and develop their marketing strategy.