

## 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 Nepal, 2016

Assignment No. 2940

<b>Location</b>	Kathmandu and Butval, Nepal
<b>Client</b>	Agro Company
<b>Expert</b>	Martin Raaflaub
<b>Period</b>	2.11.-23.11.2016



#### Client Profile

This agro company is a major actor in the value chain of animal products in Nepal. The company produces feed for poultry (broiler fattening and layer hens, as well as for other species like farm fish and cattle). Moreover, the company runs a hatchery and parent farms producing broiler and layer chicks and markets customer's eggs under a proprietary label.

#### Tasks

The expert was charged with

- preparing the entry of the company into the market of cattle feed, by providing feed formulas, evaluating the market potential, proposing strategies
- survey the current compound feed production including the formulas for poultry feed, identify weaknesses and propose correcting measures

#### Results

A set of proposals regarding improvements of the poultry feed formulas and the feed mixture process was delivered. Feed formulas and proposals for a strategy of entering into the cattle feed market were formulated and presented to the Shreenagar management. The fish feed team was given access to sources for more cost-effective feed formulas.