

## 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 Macedonia, 2017

Assignment No. 3207

**Location** Ohrid, Macedonia

**Client** Hotel

**Expert** René Wildeman,  
Hotelier

**Period** 08. - 22.11.2017



#### Client Profile

Hotel/Restaurant changed ownership earlier this year. The hotel has 18 rooms and 2 restaurants and employs 17 staff members. The hotel will be rebranded within weeks and not only have another name but also a strategy targetting a different clientele.

#### Tasks

Define a marketing strategy for a new concept. Measures to increase brand awareness after the change of name and increased presence on social media. Tools to get a better quality of staff. Advise on changes to be made to the hotel rooms and better overview of the financial results.

#### Results

Tools to improve the quality after rebranding have been given but have to be implemented now. The hotel will operate under the new name within weeks. The expert has shown how to become effective in Marketing, Human Resources, Finance and Operational Management.