The coaching process at the “Sitabr Agro” enterprise went without any problems. All provided topics included in the coaching program of the project were received by the staff of the complex with great interest and were relevant to the management of the company.

The only major problems identified were: operators in the process of vacuum packaging incorrectly put the packages into the machine, damage to the inner package, problems with custom brokers.

Following the recommendations of the coach, “Sitabr Agro” implemented the proposed interventions, and plans to launch the personnel training process before the start of the agro-processing season.

The company “Sitabr Agro” is engaged in the processing and packaging of sweet corn in vacuum packaging with a capacity of 6000 cobs per hour. The company's products under the Bomaza trademark are sold on the domestic market, and they are exported under this brand. In addition, the company exports vegetables and fruits abroad.

The manufactory is settled in Gissar with 21 permanent and temporary employees; number of employees is growing a bit per year. The main markets for "Sitabr Agro" are countries such as Afghanistan, Russia and Kazakhstan with the plans of exporting goods to EU countries.

‘Tajik companies have a unique opportunity to look at their business and export of their products with a fresh expert eye. World management experts believe that coaching is a very useful tool for business development. This tool makes it possible to build / improve a business “with their own hands” using the coach’s recommendations. I think this Initiative will provide food for thought to businesses to promote their products outside the country with fewer barriers’

Ms. Farzona Tilavova, local ITC consultant

Overview of the Coaching Mission

The export management coach, after analyzing the processes, noted the need to introduce systematic training for operators in the operation of a vacuum packaging machine, taking into account the seasonality of the recruited personnel. In terms of manufactured products, it was suggested that a standard operating procedure be developed to enhance temperature control prior to product packaging.

The analysis of customs procedures made it possible to assess the sequence of actions of the customs broker, with the further need to obtain advice from the specialists of the customs authority. Including the procedure for revising the current broker and choosing a new one.

Technical Recommendations

The only major problems identified were: operators in the process of vacuum packaging incorrectly put the packages into the machine, damage to the inner package, problems with custom brokers.

Main outcomes from the Coaching Mission

“We express our sincere appreciation and gratitude to the "Ready4Trade Central Asia" project and initiative of ITC for a useful and non-standard approach to the coaching process, which pushes businesses to develop.”

Mr. Jakhongir Babaev, director of LLC “Sitabr Agro"