

CASE STUDY:

SKILLS DEVELOPMENT ENHANCES BUSINESS EFFECTIVENESS



Background

The establishment of the dairy processor “Malësia” in Kamenica in 2013 is focusing on providing healthy dairy products such as cheese and yogurt. Making sure these products are competitive in the domestic market requires staff that can manage the manufacturing process. However, Malësia found it difficult to find the right expert employees in the region, limiting their ability to capture market opportunities.

Intervention by Skills for Rural Employment (S4RE)

Despite the fact that Malësia had started with the collection of raw milk, it was lacking key employees who would effectively manage the production process. Skills for Rural Employment (S4RE) and Malësia decided to join



efforts to hire two skilled technologists and a laboratory technician. S4RE facilitated the selection process, as well interviewed applicants. Interviewees attended a ten days proactive training which was provided by a well-known professional and experienced local technologist Mr. Begzad Maliqi. The first five days

of training were designed to teach the trainees the entire production process, and the remaining five days they were each given the responsibility to manage crucial processes such as receiving raw materials, fermentation, packaging and storage.

Results of the collaboration

The moderate investment was equally divided between S4RE and Malësia. It resulted with recruitment of two technologists and a laboratory technician. The three trainees became familiar with the production process and with the challenges they may face in the future and ways to tackle such challenges. With the support of S4RE, Malësia managed to build an appropriate set of competencies and skills of their key employees. As a result, Malësia has started with the production of dairy products such as white cheese, yogurt and peppers with cream. These products now are available in supermarkets and small stores in Kamenica and Gjilan.