

# INTERNSHIP FINAL REPORT



As Business Development Intern in:



ADVISORS ALLIANCE GROUP

PT. AAG International Group

10<sup>th</sup> June 2019 – 30<sup>th</sup> September 2019

Dandy

Business Administration – Wealth Planning 2016

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# COMPLETION LETTER



ADVISORS ALLIANCE GROUP

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Jakarta, 30<sup>th</sup> September 2019

## TO WHOM IT MAY CONCERN

The undersigned below:

Name : Devina Felicia

Designation : Executive Assistant

Hereby acknowledge the bearer of this letter:

Name : Dandy

Designation : Business Intelligence

Has successfully completed ±4 months internship programme from 10<sup>th</sup> June - 30<sup>th</sup> September 2019 at Business Development Department in PT. AAG International Group.

We would like to express our sincerest gratitude for all his contributions to our company and we hope he will be successful in all his future endeavours.

Sincerely Yours,

  
PT. AAG INTERNATIONAL GROUP  


Devina Felicia  
Executive Assistant  
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## **PREFACE**

First thing first, I would like to express my biggest gratitude to God for His heavenly blessings and guidance on my study at President University and certainly in doing the internship program. Besides, I also would like to thank:

1. My family for always supporting and motivating in every moment in my life
2. Mr. Andreas Yumarma as my internship mentor, for his kindness, understanding, sincere guidance and support throughout all the process while in my university life, internship, as well as writing this internship report.
3. PT AAG International Group especially my amazing CEO which is Mr. James Lim, Mr. Rajesh S. Dhillon, and Ms. Devina who have given me a lot of opportunities and have entrusted me in Business Development division and guide me sincerely to be professional in work. Other than that, I also want to thank all of the office staff and advisors.
4. I also would like to thank wealth planning friends for always being supportive and keeps me motivated while doing the internship and throughout the ups and downs in my university life.
5. Thank you, Dessy, Syifa, Anggi, Lexi, and Ghaita as well as for the other friends whose name I am not able to mention one by one for the uncounted helps in finishing this internship program which means a lot for me.

Jakarta, 30<sup>th</sup> September  
2019

Dandy

# **CHAPTER I**

## **INTRODUCTION**

The internship is a program which offers by the employer to the student at President University to learn and experience the actual work environment by working with professionals in the related field for a certain period of time. The duration of internship itself could be only a week or even a year, but the requirement from President University is minimum 16 weeks or 4 months which is one of the requirements for graduation. Because President University realizes that there is lot of benefit for students to do internship as their tool to learn and apply from what they have learned in the class. Therefore, internship program becomes the obligate program that students must take.

There is lot of things that students can get throughout an internship program, student can develop a variety of soft skills, including communication skills, personal effectiveness, presentation skills, creative problem solving, influencing skills and many others. This kind of direct experience in the industry can be as valuable as anything learned in-class studies. Because to understand what work is like until the students have worked in the environment. The internship is a good opportunity to learn as much as we can from the professionals who are experienced. Other great opportunities are that the students can have a greater understanding of what it's all about and what need to do to progress through the professionals' knowledge and working experience while gaining as much as experience.

Experience is becoming a crucial factor for employers when deciding who gets their foot in the door. It's strongly advised that students and graduates take the opportunity to complete a period of work experience to ensure they have a competitive advantage over their peers, and that's where an internship can make all the difference. Because most of the employer only need a person who is qualified and experienced which meet company's expectation which inlines in achieving company's goals. Therefore, thankfully President University having this internship program as the value-added for the students in the future.

## **CHAPTER II**

### **COMPANY PROFILE**

#### **II.1 Company History**

AAG or Advisors Alliance Group was established on July 7<sup>th</sup>, 1977 in Singapore by the youngest top director in his 30, he is Tan Koon Chuan. Before that, the name of AAG was Chuan and associates, and the business was growing up, then Chuan and Associates change its name into the current name in the year of 2000. Currently, AAG Singapore is located in Guoco Tower which is the highest tower in Singapore, 37th floor which is the highest business space which is 13000 Sq Ft office located geographically in the heart of CBD and the company is having more than 600 members.

In Indonesia, the company just officially started on October 1<sup>st</sup>, 2018 with all the same Vision, Mission, and Values as AAG Singapore has. Bringing the same method and system to apply it and also bringing the professionalism to Indonesia.

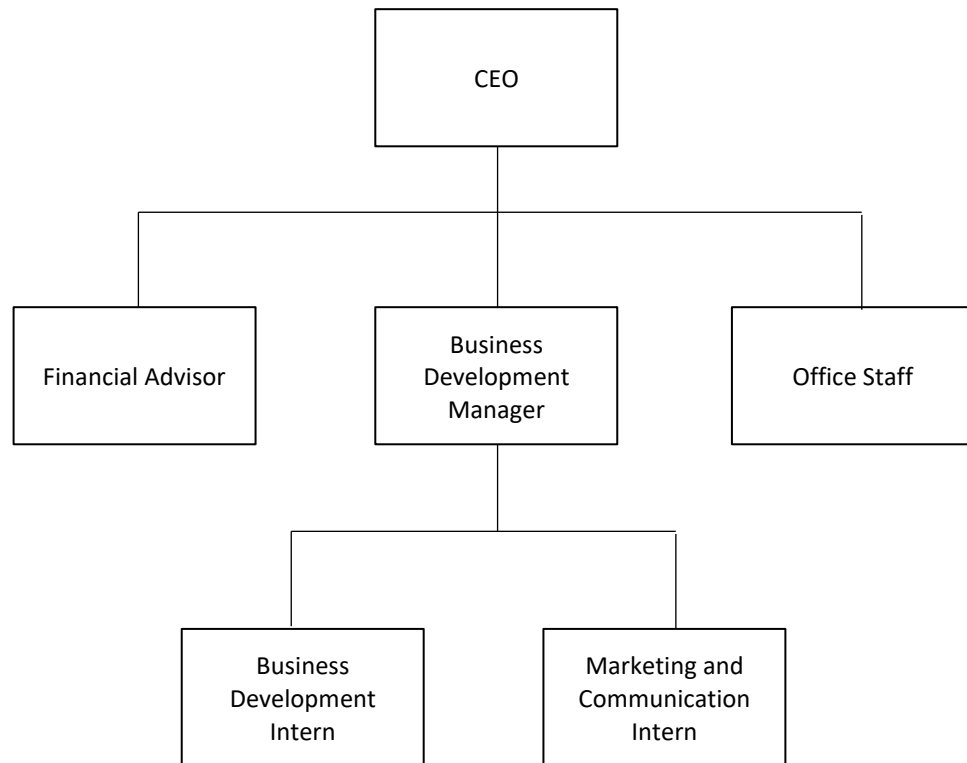
#### **II.2 Vision, Mission, and Objective**

Vision: To be a world-class Financial Services Group, committed to making the lives of our fellowmen better.

Mission: To bring Advisors Alliance Group from where we are today, to places we have never been before. Impacting lives, always.

Objective: To help people in managing and planning their financial sites.

### II.3 Organization Chart



### II.4 Core Organization Activities

PT. AAG International Group believes in establishing life-long partnerships with the clients in order to help them improve their long-term financial health and success through its systematic and strategic planning approach. Its customized solutions are designed to grow, protect and conserve the wealth of the clients and their families. Customers are its focus, its purpose and its passion to strive for quality services and solutions to support their financial growth and sustainability. PT. AAG International Group is confident that its professional expertise is able to cater to the clients' needs in every stage of their lives. The main job is helping people by doing financial planning in good service and created awareness in terms of life insurance.

Instead of only giving the best financial services to the clients, PT. AAG International Group also educating people and increase the awareness of financial literacy as well as financial planning and financial management. One of the ways is by creating seminar or workshops as part of the contribution to society to have better financial planning for the future.

## **II.5 Product and Services**

PT. AAG International Group is a financial services company, the main job of our financial advisors are to provide service by educating people about financial literacy and help them plan their financial situation. As financial advisors, we are connecting the client's needs and problems into the simplest and most effective solution. We have the capability to allocate client's money accordingly. The services that we provide include estate planning, education planning, retirement planning, income protection, health benefit, wealth management, investment, etc.

In each of the fields, it is divided again into several more specific parts. In risk management, there is cash-flow management; which helps the client for managing the cash-flow by understanding his saving and spending habits, debts and loans management which helps the client for managing the property with competitive rates within the market, general insurance planning; which helps the client with its holistic approach PT. AAG International Group provides solutions and life insurance planning; which enhance the security of the client in the face of economic and financial risk in a manner that contributes to the client's personal and financial goals.

In the field of wealth planning, there are tax planning; to identify appropriate opportunities for tax savings, education planning; to plans ahead for the client's children future, investment management; tailored portfolio according to the client's risk appetite to maximize the returns on investment, retirement planning; maintaining the client's lifestyle even after his retirement, and estate planning; distribution of wealth in the manner of the client's wishes in his demise.

## **II.6 Review on the Organization Growth and Trend**

Advisor Alliance Group has been establishing for 41 years since July 1977 in Singapore. After successfully building up the company in Singapore with approximately 500 advisors, Advisor Alliance Group plans to expand its company to other countries. Thus it will become a multinational company really soon. Their first stop to expand is in Indonesia. In Indonesia, PT. AAG International Group has established its headquarter office in Jakarta by June 2019. However, it is business expansion not only centralized in Jakarta, but also



in Batam, Semarang, Malang, and Yogyakarta. After the company in Indonesia has successfully established, they have planned to have the next stops, which are: Malaysia and Thailand.

## **CHAPTER III**

### **INTERNSHIP ACTIVITIES**

The internship program was done within 4 months at PT. AAG International Group which starting from 10<sup>th</sup> June 2019 until 30<sup>th</sup> September 2019. The working hour is starting from 8.30 am until 5.30 pm which is there is no difference with the other employees in the office. PT. AAG International Group opens internship opportunity for a university student in Indonesia to let the students learn and develop their knowledge and skills, also introduce them to the professional work environment especially in financial services field.

#### **III.1 Product Comparison**

Product comparison was part of business intelligence where doing a comparison of certain product best on the SWOT analysis. For doing product comparison, it is a must to compare apple to apple product, therefore, the product which being has chosen was the type of unit link and traditional life insurance products. There 2 until 3 products of 6 private insurance companies in Indonesia and BPJS which is being compared with the product from AIA. Not just that, the product comparison also includes the product from AIA Singapore. The main objectives of doing competitors product comparison are to support financial advisers in PT. AAG International Group in understanding the product of competitors which product is better and to support them to present to their client about the product.

Before doing the comparison, I need to understand first about this company product, because of that I join several product classes that were held by PT. AAG International Group. After understanding the product then start research the data. The data for this product comparison was done by researching through competitors' websites in order to get valid data. After all the data is collected, then start comparing the products. Since the products are life insurance products, so the comparison will be the coverage, benefit, currency, cost or fee, riders, entry age, coverage period, minimum and maximum premium until the illustration of the product.

### **III.2 Research and Present the Current Updates and Trends**

In this financial services field, it is needed a lot of knowledge and information in order to help the client. Therefore, the research is needed and by doing this I was got help from one of student interns in Marketing and Communication. Most of the research topics are market trends and condition, competitor, career in several industries, and also current reward updates. The research was done by reading journals, articles, news, or anything that can be found on internet, but also get some data from staff and financial advisers. After all the data is collected, it needs to make it simple to understand by summarized and present the information to the financial advisers and director. These are the topics that were researched, summarize and present it, they are intelligence update, Indonesia insurance statistic and demography, Indonesia health overview including the cause and cost, current issues in insurance industry, and career in insurance or other industry.

### **III.3 Event Planning and Execution**

The first event since I join the internship program in PT. AAG International Group was the Grand Opening Ceremony of new office. In the first month of internship, this event became the main focus of the entire people in the office. It is because of the guests who came to the event were the founder and executive directors from headquarter office in Singapore, CEO of AIA Indonesia, and director of AIA Group from Hong Kong. While on the event preparation, I became the one who writes minutes of meeting, planning the movement plan of the event especially for board of directors, and also in charge as the liaison officer of the board of directors.

There are existing events such as EOP or Entrepreneurship Opportunity Program and FSIP or Financial Services Introduction Program where the events are like a seminar and sharing session from the expert and from James Lim which is AAGI director. In this event, my role was as the operator and translator for the speaker. And at some opportunity, I also present the career path in PT. AAG International Group and share about experience in AAGI.

The other event that conducted with other intern students was Gamelyfe. It is like a game-based event with the main aim was to increase the brand awareness of PT. AAG International Group by rising financial awareness

among Indonesian youth through playing board games. The event was under the supervision of the game creator itself. And my role in this event was as the facilitator of the game who makes sure all the flow of the game running well.

### **III.4 Assisting the Senior Director**

Other responsibilities that I did together with the Marketing and Communication intern were creating slides of the company career path and also the flowchart of the recruitment process. Since PT. AAG International Group was newly established company in Indonesia there was several basic company's information that needed to be prepared and adjusted. First was the career path, I was responsible to create the slides based on the memorandum given by the director. It also applies to the flowchart of recruitment. Secondly, I did products and documents translation. Since the mother company of PT. AAG International Group was in Singapore, some of products and documents needed to be adjusted based on the Indonesian conditions.

### **III.5 Creating Reward Program**

The reward program is typically used in this industry to keep motivating the financial consultants to achieve their targets. So in a team with my supervisor and business development intern, I created a referral reward program. Started by establishing the reward system, create a category of the prize, listing the prizes based on the category, conduct survey for the prize's price, create prize catalog and then presented to the director. This reward program has gone through many revisions and evaluations by the director. Until the system and prizes were approved, finally the first referral rewards program was launched with the period of September until December 2019.

## CHAPTER IV

### PERSONAL RESULT/ EVALUATION/ POINTS LEARNED

- Time Management

During the internship program, I get used to write the activity that I have done on a daily basis based on the timetable that we received. So, I need to list things to do, break down the time schedule, and prioritize the job in orderly. It makes me not confuse and more organized in doing my work. And the other reason is to keep on track in what I am doing towards my goals.

- Public Speaking and Self Confidence

Since I need to give a talk on several events like sharing session or present in front of the director, financial advisers, or even strangers who attend the events. It builds my public speaking skills and self-confidence to talk in front of people from the activities and feedback that I got from audiences, mentor, and director to improve to be better.

- Discipline, Commitment, and Flexibility

In this internship program, I was taught how to be a professional at work. Therefore, what they taught me is to be on time at least arrive 30 minutes before which also learn how to respect time. I need to be disciplined and commit to myself. Being flexible is also needed since sudden changes commonly happen in the work field. So, I learn a lot to be flexible and move fast to adjust.

- Communication and Teamwork

Communication is key. Since I worked in a multicultural environment communication is very crucial. At first, I felt a bit difficult to adapt to the work rhythm and term being used by Singaporean, but by asking question and maintain the communication finally I can understand more. Doing teamwork is not an easy task because I need to deal with other people, not only my own self. The communication should be clear and transparent so everything can be done effectively, so the team's goal can be achieved as it is targeted

- Value Yourself

Sometimes I feel like I did my best but actually, it is only my self-limiting belief, I limit my own self. That's what restricts me from reaching the best of me.

So, I learned how to be more open to other opinions and suggestions. And avoiding mental block that says I cannot do such a big thing because I become what I think.

- **Knowing Your Why**

The other value that I learn during the internship program is knowing my why or the reason behind my goals and my dreams. Why do I need it? Because by knowing it, no matter how big the obstacles that come I will be able to be faced and have a reason to survive and achieve my goals

- **Financial Management and Planning Skill**

This was what I learned a lot. Learning about how to do financial management and planning for people which I also can apply to my own finances. I am still learning the very basic financial advisory, simple rapport building, and presentation about the big picture of financial planning.

## **CHAPTER V**

### **RECOMMENDATION**

The internship program is a great chance for the students to get the real working experience at the workplace, thus the students will be able to practice all of the theories that have been taught at the university. During my internship at PT. AAG International Group, I have learned and experienced a lot in terms of working environment and attitude. Self-development in the working environment is the main point that I have improved a lot. Besides self-development, PT. AAG International Group is a really good place to learn for wealth planning and financial literacy. I would strongly recommend and encourage students especially wealth planning students to have an internship at PT. AAG International Group since not only knowledge and experience that you will get but also once you perform well they will consider you recruit you after graduation. Moreover for those who are interested to join a foreign company with good character building and working environment.

The recommendation for the improvement of the future internship program is for PT. AAG International Group, it would be better if there is a monthly evaluation of the interns which come from both ways. Meaning from the interns and also from the user. So, there will be a transparent working process. Other than that, in the evaluation both sides also give feedback in order to know which part needs to improve from the previous month and be better. I personally really recommend President University to continue the internship program, especially with PT. AAG International Group and also for ICC need to have in deep training sessions about Microsoft Office skills especially in Word, Excel, and PowerPoint since it will help the student a lot during internship program. It is better make sure to keep a good quality standard for external party's point of view

## APPENDIX

