

Etude de cas strategie marketing sur le Departement finpro (Marsh sa) Paris, France

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Abstrak

Marsh Inc. is the world's leading risk and insurance firm. Its mission is "To create and deliver risk solutions and services that make our clients more successful." Since its formation in 1871, It has grown into an enterprise with 35,000 colleagues serving clients in more than 100 countries from more than 400 owned-and-operated offices -- the most in its industry.

Following are Marsh Inc.'s principal areas of client service:
Risk-management, insurance-broking and program-management services are provided for businesses, public entities, professional-services organizations and private clients under the Marsh name.
Reinsurance-braking, financial-modeling services and related advisory functions are conducted for insurance and reinsurance companies, principally under the Guy Carpenter name.
Program-management services are delivered for associations under the Seabury & Smith name.
Wholesale underwriting-management services, primarily in the area of professional liability insurance, are performed for a wide range of clients.

In performing the above functions, Marsh and its affiliated compames may have agreements with insurers providing coverage to Marsh clients through which Marsh may derive compensation contingent upon such factors as the size, growth and/or overall profitability of an entire book of business placed by Marsh with the insurers. This contingent compensation would be in addition to any other compensation Marsh May recetve such as retail, excess and surplus lines and wholesale brokerage fees or commissions, administrative fees, etc. Marsh will provide additional information upon the request of a client.

Marsh Inc. is an operating unit of Marsh & McLennan Companies, Inc. (MMC). MMC is a global professional-services firm with annual revenues exceeding \$10 billion and 57,000 employees. In addition to Marsh, MMC is the parent company of Putnam Investments, one of the largest investment-management companies in the United States; Mercer Consulting Group, a major global provider of consulting services; MMC Capital, a global privateequity firm; and MMC Enterprise Risk, which implements value-based enterprise rial solutions that reduce the volatility in operating performance and the cost of equity to client companies by resolving strategic, financial, operating and hazard risks. Marsh SA is the French subsidiary company of Marsh Inc, world leader of the broking of the insurance and the management consultant of the risks, which employs 33000 collaborators divided in 110 countries throughout the world. In France, Marsh employs 1300 collaborators.

Marsh is member of Group MMC (Marsh & McLennan Companies) whose two other operational poles are Mercer, world leader of the consulting in human resources and major actor of the consulting in strategy, and Putnam is one of the main managers of the credits in the world. On the whole Group MMC carried out a turnover of US\$ 9157 millions in 1999 and employs 53000 collaborators.

On this internship which has taken from 20 July 2001 until 31 October 2001 (3.5 months only), I have taken the topic of The Case Study of the Strategy Marketing in each segment of the FINPRO DEPARTEMENT (MARSH SA) in Paris, France.