

Analisis Proses Pendampingan Divestasi PT. ABC Advisory = Analysis of the Divestment Assistance Process PT. ABC Advisory

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Abstrak

Laporan magang ini membahas analisis proses pendampingan divestasi (sell – side) oleh PT ABC Advisory yang meliputi persiapan penjualan, penilaian indikatif, pemasaran, persiapan penawaran indikatif dan data – room, uji tuntas serta penawaran akhir, negosiasi, penandatanganan dan penyelesaian transaksi. Sehubungan dengan proses tersebut, analisis rinci dilakukan terhadap proses riset pasar untuk mengidentifikasi dinamika pasar bagi calon klien dan proses persiapan penjualan bagi klien di sektor pendidikan, rumah sakit, dan layanan keuangan. Untuk melengkapi proses riset pasar dengan informasi profil kredit, regulator dan institusi terkait perlu mendorong diterbitkannya informasi profil kredit secara komprehensif oleh lembaga pemeringkat kredit independen tidak hanya yang terkait dengan peringkat obligasi yang dikeluarkan perusahaan. Keseluruhan proses pendampingan divestasi (sell – side) termasuk proses persiapan data-room oleh PT ABC Advisory telah sesuai dengan kerangka evaluasi oleh Rosenbaum dan Pearl (2013). Dengan mempertimbangkan data dan informasi hasil riset pasar dan yang tersedia pada data – room akan dipergunakan bukan hanya oleh klien, namun juga oleh calon pembeli, perlu prosedur baku pembuatan confidential agreement mengingat kerahasiaan informasi perusahaan target perlu dijaga serta untuk memperjelas kewenangan dan tanggung jawab masing – masing pihak.

.....This internship report discusses the analysis of the divestment assistance process (sell-side) by PT ABC Advisory which includes sales preparation, indicative assessment, marketing, preparation of indicative and data-room offers, due diligence and final offers, negotiations, signing and closing. In relation with this process, a detailed analysis was carried out on the market research process to identify market dynamics for prospective clients and the sales preparation process for clients in the education, hospital, and financial services sectors. To complete the market research process with credit profile information, regulators and related institutions are encouraged to publish a comprehensive credit profile information by independent credit rating agencies, not only those related to the ratings of bonds issued by companies. The entire process of divestment assistance (sell-side) including data-room preparation process by PT ABC Advisory is in accordance with the evaluation framework by Rosenbaum and Pearl (2013). Considering that the data and information from market research and those available in the data-room will be used not only by clients, but also by prospective buyers, it is necessary to have a standard procedure for developing confidential agreement as the confidentiality of the target company's information needs to be maintained and to clarify the authorities and responsibilities of each party.