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# **ADIRA INSURANCE BANK DANAMON**

# INTRODUCTION

**The ADIRA Insurance Bank Danamon case reveals the threat that an alliance between Adira Insurance and Bank Danamon poses to the arm's length principle in Indonesia. The collaboration of these two organizations should strengthen the existing customer financial services while each organization benefits optimally.**

# **BACKGROUND**

**Adira Insurance Company is one of the recognized insurance companies in Indonesia that offers their customers having different insurance products and services such as life insurance, health insurance and general insurance. On the other hand, Bank Danamon is an excellent center for banking services in Indonesia as it provides several services.**

# CHALLENGES

**The main risks of the partnership included competition to the products, the requirement to combine production with compliance with ever-changing legislation, and requirement for new products in the market. The case shows how both organizations have to overcome such challenges in order to integrate and work together effectively.**

# CONCLUSION

**The case solution of ADIRA Insurance Bank Danamon enlighten the significance of joint venture formation in the financial service line.**

**Thus, the necessity arises for both firms to overcome the threats and apply valuable solutions to improve their market position as well as to provide customers with increased value.**

# RECOMMENDATION

**This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution**

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