

ABSTRACT

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IMPLEMENTATION OF SERVICE AND COMMERCIAL ADMINISTRATION SUPPORT FUNCTIONS AT PT ABBOTT PRODUCTS INDONESIA

This professional work report is compiled based on the author's internship experience as a Service and Commercial Administration Support Intern in the Service Support Division, Diagnostic area of PT Abbott Products Indonesia. The purpose of implementing this professional work is to provide direct understanding of the administrative and operational processes in the diagnostic industry, especially in managing E-Catalogs, reporting sales data, updating product information, and fulfilling regulatory compliance aspects.

During the internship, the intern was involved in various activities that support the smooth running of the business process, ranging from order tracking, interaction with distributors and sales teams, to data management using digital platforms such as SAP and Microsoft Excel. The intern also gained insight into the dynamics of B2B (Business-to-Business) business, the importance of coordination in the distribution system of medical devices and an understanding of End-to-End Business Processes in the Medical Devices Industry, the intern was able to develop technical, administrative, and professional communication skills that are relevant to the world of work. This report summarizes the contributions, learnings, and reflections on the internship experience that can be important provisions in facing the professional world in the future.

Keywords: Business Administration, E-Catalog and Medical Device Industry