



# African Leadership Academy

Developing the next generation of African leaders

**Solomon Martey**

**Ghana**  
**Duke University, United States**



**Hollard Ghana**

**South Africa**



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## **Internship Description: 16<sup>th</sup> June 2013- 15<sup>th</sup> October 2013**

My internship was a research project carried out in Ghana for Hollard Insurance Company in South Africa. It comprised of 30 face to face interview with respondents who fit the consumer and supplier context. My role was to understand the lives of the people in Ghana and use that understanding to identify their needs with regards to financial products and services. I also needed to understand the issues and trends that the providers of financial products and services in Ghana had already identified.

After carrying out the research in Ghana, I brought to the notice of Hollard Insurance Company some very pressing issues about the need for transportation insurance, the need for a gap to be filled between the formal and informal (susu) financial services in Ghana. I also brought to their attention, a few stigmas around funeral and medical insurance. Overall, in just over 3 months I was able to help Hollard Insurance Company to:

- Better understand the Consumer and Supplier Context in Ghana.
- Generate insights with respect to thoughts and needs regarding Financial Products and Services in Ghana.
- And better understand the issues trends that the providers of Financial Products and Services notice.



The research project taught me to appreciate the role of market research in the growth of firms and organizations. Also, during the research, I spent time talking to managers and professionals from all over Ghana. My interactions with them gave me insight into the business world and the working culture of many firms in Ghana. I learned from this internship how to develop Interpersonal relationship skills and gained experiences that I am sure could be applied when I formally join the workforce. I strongly believe that the hands-on experience in survey design and



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data analysis that I learned, will be beneficial to my long term career interest in African innovation.

This internship has allowed me to interact with a diverse group people of Ghanaian citizens as well as other African and international diaspora. From these interactions I continue to learn to look at situations from varying perspectives to come up with holistic rather than simplistic solutions to many challenges. I have become a lot more open minded and am more open to new ideas and perspectives. Hollard Insurance group presented me with an opportunity to develop into a curious life-long learner and an effective decision maker. It is for this reason that I find the market research department of Hollard Insurance Group inspiring.