

# AIG – SWOT Framework Analysis

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## Abstracts

Going through a liquidity crisis in September 2008, and yet emerging strong from the crisis, the American International Group (AIG) is one of the top insurance companies in the United States. With a presence across the major countries of the world, AIG is the biggest underwriter of industrial and commercial insurance. With the acquiring with American General Life Insurance in 2001, AIG further strengthened its stronghold across the states of the US.

### **The company's latest financials include:**

Revenues of \$96,004 million in FY2009

Operating loss was \$13,648 million in FY2009

Net loss was \$12,313 million in FY2009

### **A SWOT Analysis is a strategic planning tool used to evaluate:**

Strengths

Weaknesses

Opportunities

Threats

involved in a project or in a business venture. It involves identifying the internal and

external factors that are favorable and unfavorable to achieving that objective.

In an industry scenario where factors like globalization, deregulation, climate change, and a worldwide economic recession, there have been many changes in the global insurance industry. For example, perhaps the most profound change has taken place in the life insurance industry in terms of the products it sells. Many life insurance companies have, in fact, shifted focus to annuity products. While AIG remains a leading property/casualty company, it is a fact that it now has to battle more competition – in an expanded insurance marketplace thanks to the Internet.

Aruvian's R'search analyzes the company American International Group in the SWOT Framework Analysis in this industry scenario. The report includes the following:

Business segment analysis of AIG

Major products & services of AIG

Profile of the industry AIG operates in

Profile of its major competitors – Allianz AG, CIGNA Corporation, and MetLife, Inc

SWOT Analysis of AIG

Future Perspective of AIG

Aruvian's R'search's report AIG – SWOT Framework Analysis has a broad ranging content suitable for industry experts as well as logically initiating the industry beginners.

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