

Allstate Corporation – SWOT Framework Analysis

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Abstracts

Allstate Corporation is the largest publicly held personal lines insurer in the United States. Selling 13 lines of insurance, the company also has operations in Canada. The company sells auto insurance, home insurance, life insurance as well as commercial insurance. Apart from this, Allstate Corporation offers investment products and services, as well as retirement and banking services.

The company's latest financials are:

Revenues of \$32,013 million in FY 2009

Operating profit of \$1,248 million in FY2009

Net profit of \$854 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 Allstate Corporation remains a leading insurance 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 Allstate Corporation in a SWOT Framework Analysis in this growingly competitive industry. The report includes the following:

Business segment analysis of Allstate Corporation

Major products & services of Allstate Corporation

Profile of the industry Allstate Corporation operates in

Profile of its major competitors – Allianz AG, American International Group, Inc., and Berkshire Hathaway, Inc.

SWOT Analysis of Allstate Corporation

Future Perspective of Allstate Corporation

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

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Contents

A. EXECUTIVE SUMMARY

B. PROFILE OF ALLSTATE CORPORATION

- B.1 Industry Profile
- B.2 Corporate Profile
- B.3 Business Segment Analysis
- B.4 Major Products & Services
- B.5 Future Perspective: Allstate Corporation

C. COMPETITOR PROFILES

- C.1 Allianz AG
 - C.1.1 Corporate Profile
 - C.1.2 Business Segment Analysis
- C.2 American International Group, Inc.
 - C.2.1 Corporate Profile
 - C.2.2 Business Segment Analysis
- C.3 Berkshire Hathaway, Inc.
 - C.3.1 Corporate Profile
 - C.3.2 Business Segment Analysis

D. SWOT FRAMEWORK ANALYSIS

- D.1 Strengths to Build Upon
- D.2 Weaknesses to Overcome
- D.3 Opportunities to Exploit
- D.4 Threats to Overcome

E. GLOSSARY OF TERMS

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