

Canada's Life Insurance Industry – PEST Framework Analysis

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Date: February 2012

Pages: 20

Price: US\$ 175.00 (Single User License)

ID: C6E55A6FA54EN

Abstracts

The life and health insurance industry plays an important role in the lives of Canadians by providing insurance against unexpected events and helping individuals plan their financial future. Traditional insurance, such as life and health, spreads risk across many persons to insure against loss of life, serious disability affecting employment, or the need for additional medical attention.

Aruvian's R'search analyzes Canada's Life Insurance Industry in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

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