

Britam Life Assurance Company (Kenya) Limited: Company Profile and SWOT Analysis

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Abstracts

SYNOPSIS

Timetric's 'Britam Life Assurance Company (Kenya) Limited: Company Profile and SWOT Analysis' contains in depth information and data about the company and its operations. The profile contains a company overview, key facts, major products and services, SWOT analysis, business description, company history, financial analysis, key employees as well as employee biographies.

SUMMARY

This report is a crucial resource for industry executives and anyone looking to access key information about 'Britam Life Assurance Company (Kenya) Limited '

The report utilizes a wide range of primary and secondary sources, which are analyzed and presented in a consistent and easily accessible format. Timetric strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

SCOPE

Examines and identifies key information and issues about 'Britam Life Assurance Company (Kenya) Limited ' for business intelligence requirements.

Studies and presents the company's strengths, weaknesses, opportunities (growth potential) and threats (competition). Strategic and operational business information is objectively reported.

The profile also contains information on business operations, company history, major products and services, key employees.

REASONS TO BUY

Quickly enhance your understanding of 'Britam Life Assurance Company (Kenya) Limited '

Gain insight into the marketplace and a better understanding of internal and external factors which could impact the industry.

Increase business/sales activities by understanding your competitors' businesses better.

Recognize potential partnerships and suppliers.

KEY HIGHLIGHTS

Britam Life Assurance Company (Kenya) Limited (Britam Insurance) is a life insurance company. The company offers a wide range of life solutions catering to the requirements of individuals and corporate customers. Its product portfolio includes ordinary life insurance, children education plans, mortgage protection, personal accident insurance, group life insurance, funeral plans, pension plans and industrial life assurance. In addition, the company provides solutions like underwriting and asset management for savings and retirement needs. The company is a subsidiary of Britam Holdings Limited (Britam), an insurance and financial services holding company based in Nairobi, Kenya. Britam Insurance is headquartered in Nairobi, Kenya.

The company reported gross written premium of KES8,814 million during fiscal year 2016 (FY2016), representing an annual increase of 19.4% over FY2015. Its net earned premiums was KES8,465.2 million in FY2016, representing an annual increase of over 19.3% over the previous year.

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COMPANIES MENTIONED

Britam Life Assurance Company (Kenya) Limited

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