

The Great-West Life Assurance Co - Strategic SWOT Analysis Review

<https://marketpublishers.com/r/G137EC9FA59EN.html>

Date: July 2019

Pages: 24

Price: US\$ 125.00 (Single User License)

ID: G137EC9FA59EN

Abstracts

The Great-West Life Assurance Co - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

Scope

Business description – A detailed description of the company's operations and business divisions.

Corporate strategy – GlobalData's summarization of the company's business strategy.

SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.

Company history – Progression of key events associated with the company.

Major products and services – A list of major products, services and brands of the company.

Key competitors – A list of key competitors to the company.

Key employees – A list of the key executives of the company.

Executive biographies – A brief summary of the executives' employment history.

Key operational heads – A list of personnel heading key departments/functions.

Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

Highlights

The Great-West Life Assurance Co (Great-West Life), a subsidiary of Great-West Lifeco Inc., focuses on life insurance, health insurance, retirement savings, investments, and reinsurance businesses. For individuals, it offers life insurance, disability insurance, critical illness insurance, health and dental insurance, and retirement and investment planning solutions. Its group benefit and retirement products consist of group healthcare, dental care, and disability insurance, online services and group retirement and savings plans. It also offers wealth management services. The company offers its products and services through financial security advisors, independent brokers, independent financial advisors, employee benefit consultants, and direct sales force in Canada, the UK, Isle of Man, Germany and Ireland. Great -West Life is headquartered in Winnipeg, Canada.

The company reported gross written premium of CAD36,367 million for the fiscal year ended December 2018 (FY2018), an increase of 5.7% over that in FY2017. Its net written premium was CAD31,803 million in FY2018, an increase of 6.1% over that in FY2017.

Reasons to Buy

Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.

Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and

business strategy.

Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.

Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

Note: Some sections may be missing if data is unavailable for the company.

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COMPANIES MENTIONED

Sun Life Assurance Company of Canada
Primerica Canada Life Insurance
Manulife Financial Corp
Industrial Alliance Insurance and Financial Services Inc
Equitable Life Insurance Company of Canada
Desjardins Financial Security Life Assurance Company

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