

# Ameritas Mutual Holding Company - Strategic SWOT Analysis Review

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## Abstracts

Ameritas Mutual Holding Company - 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

Ameritas Mutual Holding Company (Ameritas), formerly, UNIFI Mutual Holding Company, is a provider of insurance and financial products and services. It offers life insurance, annuities, individual disability insurance, retirement plans, investments, mutual funds, asset management and personal banking, as well as group dental, eye care and hearing care insurance products. Ameritas also provides public finance for new schools, healthcare networks, and other community enhancements to government entities and not-for-profit organizations; and underwriting and marketing services for bond offerings. The company markets its products through agents, brokers, independent representatives, third party representatives, and E-business portals. It operates in the US and District of Columbia. Ameritas is headquartered in Lincoln, Nebraska, the US.

The company reported premiums of US\$1,125.8 million during the fiscal year ended 2016 (FY2016), representing an increase of 8.8% over the previous year.

## 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

Nationwide Mutual Insurance Company  
Liberty Mutual Holding Company Inc.  
CAMICO Mutual Insurance Company  
Brotherhood Mutual Insurance Company  
American Family Insurance Group

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