LEARNING OUTCOME 1
Understand the structure of the insurance industry

LLOYD'S MARKET

- ✓ Lloyd's acts as the franchisor
- ✓ Managing agents and members act as franchisees

THE GLOBAL PERSPECTIVE

- ✓ Multinational – a company that operates in a number of different countries but may still have a home base
- ✓ Global – a company that sees the whole world as one potential market

TYPES OF INSURANCE COMPANIES

- ✓ Proprietary companies
- ✓ Mutual companies
- ✓ Captive insurance companies
- ✓ Takaful insurance companies
- ✓ Reinsurers
- ✓ The state (Pool Re and Flood Re)

DIFFERENT TYPES OF STAKEHOLDER

- ✓ Customers
- ✓ Shareholders
- ✓ Government and regulators
- ✓ The public
- ✓ Employees
- ✓ Intermediaries

OUTSOURCING

"The use of a skilled resource outside the company to handle work that was previously performed by in-house staff"

DIFFERENT DISTRIBUTION CHANNELS

- ✓ Direct insurers
- ✓ Price comparison websites
- ✓ Banks and building societies
- ✓ Retailers and affinity groups
- ✓ Travel agents and tour operators
- ✓ Independent intermediaries
- ✓ Agents

COMPANY GROWTH

- ✓ Organic growth: Increasing sales, revenues and output through its own current businesses, activities and effort
- ✓ Non-organic growth: Mergers and acquisitions

EMPOWER DEVELOPMENT