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Strategic Plans for insurance companies

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Introduction

The complexity of insurance activity, regulatory changes and the strengthening of competition, with the entry of new players into the insurance market, create the need for a strategy allowing the flexibility needed to adapt to new requirements, with clearly defined principles and strategic objectives.

At the same time, the need to involve all those professionals involved in the activity's value creation process calls for a systematic strategic planning exercise that integrates the monitoring and evaluation of compliance with objectives.

In many cases, this strategic planning exercise requires close coordination with the planning of the group's other activities, as occurs with the insurance subsidiaries of financial institutions and multinational groups, for example. This situation at times requires financial groups to create a specific Strategic Bancassurance Plan, in which the planning of insurance activity fits within the framework of the overall Strategic Plan of the financial institution concerned.

This strategic approach allows institutions to anticipate all the factors affecting the sustainability, growth and profitability of their activity and to define their responses to the different challenges posed by the market.

Who is the service for?

Insurance companies, financial institutions with an insurance broking activity (with or without an insurance subsidiary), brokers and other service providers.

Features of the service

The service is customised to reflect the client's characteristics and the context in which it is to be provided; at times this results in a completely independent Strategic Plan and, in other cases, in a particular development for the insurance activity in the context of an already existing Group Strategic Plan.

Contact

Should you need any additional information or have any queries, please contact:

Contact: [Iratxe Galdeano](#)
E-mail: igaldeano@afi.es
Phone: [+34 915 200 418](tel:+34915200418)

Website: www.afi.es