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MUNICH RE SWOT & PESTLE ANALYSIS

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Company Name : Munich Re

Company Sector : Insurance and Healthcare

Operating Geography : Europe, Germany, Global

About the Company : Munich Re is one of the world's leading reinsurers, with premium income of over 31.6bn from reinsurance alone. The company, headquartered in Munich, Germany, established in 1880, is involved in wide range of insurance products with an employee base of around 43,000 people globally as of 2018. The Group strives to create value for all the stakeholders ranging from the clients, the staff and the shareholders. Munich Re's subsidiary, ERGO insurance group handles the primary insurance operations. This leading insurer's business model rests on combining primary insurance and reinsurance under one roof. The Group's worldwide assets of 217.6bn are managed by MEAG, which serves private and institutional clients.

Munich Re's USP or Unique Selling Proposition lies in being the world's leading reinsurer with over 135 years of experience in the insurance and asset management business. Munich Re's mission statement reads "Our mission describes how we identify and address the changes resulting from climate change. It also underlines our resolve to treat the challenges and opportunities arising from climate change as a long-term, strategic topic." The Insurer's vision statement reads "The vision outlines our responses as a leading reinsurer to the challenges thrown up by climate change. We believe it is important to place a strong emphasis on managing climate change, rather than simply responding passively to it."

Revenue :Gross Premium Written

49,115 million Euros - FY ended December 31st, 2017 (% change 0.5%)

48,851 million Euros - FY ended December 31st, 2016

SWOT Analysis :

The SWOT Analysis for Munich Re is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong capitalization allows attractive shareholder returns 2.Excellent credit ratings over the years 3.Development of digital capabilities through teams 4.Grouping of insurance and reinsurance business 	<ul style="list-style-type: none"> 1.Reduction in the sales force 2.High investment in government bonds in weak EU economies. 3.Negative impact of legal disputes
Opportunities	Threats
<ul style="list-style-type: none"> 1.Generation of business needs according to the market environment 2.Identifying the opportunities in Developing countries 3.Digital and analytics insurance offerings to be a growth driver 	<ul style="list-style-type: none"> 1.Challenging competitive environment in the insurance sector 2.Weak global outlook with slowdown in growth 3.Impact of appreciation of Euro

PESTLE Analysis :

The PESTLE Analysis for Munich Re is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Uncertainty around Brexit negotiations may have negative implications for Munich Re 2.Political improbability in Europe, developments in US and conflicts in Middle East and Ukraine to impact Munich Re's risk profile 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Global insurance markets expected to grow strongly in 2018. 2.Low-interest-rate environment globally posing a challenge to insurers like Munich Re
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Low insurance penetration in emerging and developing economies provide good scope for business expansion 2.Population dynamics and a growing demand for old-age provision life insurance and reinsurance 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Investments in major tech start-up hubs to fuel insurance innovation and research 2.Growing market for insurance covers cyber risks and data breaches 3.Blockchain technology to be a game changer for insurance
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Stringent capitalization requirements to force conservative business decisions 2.Evolving regulatory mandates on usage of big data 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Climate change may trigger an increase in weather-related natural calamities 2.Implementation of group wide environmental management system and carbon neutral operations

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Client Support:
support@swotandpestle.com