

AON

**Parent Company**

AON Corporation

**Category**

Insurance and Financials

**Sector**

Financial Institutions

**Tagline/ Slogan**

Insure your vision

**USP**

Leading global reinsurance intermediary, with offices in over 40 countries

**STP**

**Segment**

Enterprise and Individuals who are seeking financial help and advice

**Target Group**

Large enterprises and rich individual investors

**Positioning**

A financial institution which secures its customers future

**SWOT Analysis**

**Strengths**

- |                                                                 |
|-----------------------------------------------------------------|
| 1. Worldwide a strong brand name with a good financial position |
| 2. Leading global insurance company                             |
| 3. Good branding by tie-ups with major sports teams and events  |

**Weaknesses**

- |                                      |
|--------------------------------------|
| 1. Fluctuating returns and liquidity |
| 2. Unsuccessful mergers              |

**Opportunities**

- |                                          |
|------------------------------------------|
| 1. Expansion in other countries          |
| 2. Diversifying portfolios for customers |
| 3. Investment in Healthcare sector       |

**Threats**

- |                                                                   |
|-------------------------------------------------------------------|
| 1. Changing govt regulations and financial crisis like recessions |
| 2. Natural disasters                                              |
| 3. Price competition                                              |

**Competition**

**Competitors**

1. Generali

2. Prudential

3. AIG

4. AXA

5. Aviva

6. MetLife

7. Allianz

8. AIA Insurance