

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**

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|---|
| 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

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

Opportunities

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| 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