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TALANX SWOT & PESTLE ANALYSIS

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Company Name : Talanx

Company Sector : Insurance

Operating Geography : Germany, Europe, Global

About the Company : Talanx, a NBFC (non banking financial corporation) is a major player in the European insurance landscape. It is the third largest insurance group in Germany. Headquartered in Hannover, Talanx is active in more than 150 countries. Talanx operates as a house of brands and focuses on B2B insurance. Some of the major brands of the Talanx Group are Ampega, CiV Life, Hannover re, HDI. Together the Talanx Group conducts business insurance, reinsurance and other financial services. Amongst all the brands under Talanx Group, Ampega functions as an investment and asset management company. As of early 2019, the Hannover-based Group employs more than twenty thousand people worldwide and is widely renowned as a multi-brand provider in highly promising segments of the insurance and financial services industry.

Talanx Group's USP or unique selling proposition lies in being Germany's third-largest and one of the seminal European insurance groups by premium income. Talanx amassed premium income to the tune of EUR 34,9 billion for the year 2018. Talanx Group's. Talanx Group's vision statement reads "Talanx is the leading global B2B insurance group". The Group's mission statement reads "Optimised cooperation between our divisions enables us to take advantage of promising opportunities wherever they arise on the global insurance markets – to the benefit of all our stakeholders."

Revenue :

Gross written premiums

33.06 Billion Euros – FY ending 31st Dec 2017

34.1 Billion Euros – FY ending 31st Dec 2016

SWOT Analysis :

The SWOT Analysis for Talanx is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Well defined customer segmentation 2. Broad portfolio of brands 3. Robust risk management 4. Increasing Operating Profit 5. Anti-corruption and money laundering prevention measures 6. Systematic Performance management 	<ul style="list-style-type: none"> 1. Dependency on local market
Opportunities	Threats
<ul style="list-style-type: none"> 1. Embracing digitalization to improve business 2. Offer B2C products in emerging economies 	<ul style="list-style-type: none"> 1. High competition from national and international players 2. Terrorism, natural calamities and disaster 3. Political Instability

PESTLE Analysis :

The PESTLE Analysis for Talanx is given below:

Political	Economical
1.Brexit blues Impact of Tax Cut and Jobs Act(USA)	1.Emerging global issues of personal data privacy 2.Merger and acquisitions leading to sector consolidation 3.Increase in Global Growth
Social	Technological
1.Diversity of workforce 2.Impact Of the Aging Population 3.Population in emerging Economies	1.
Legal	Environmental
1.	1.

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