

NORTH AMERICAN FINANCIAL CORPORATION Harvard Case Solution & Analysis



TheCaseSolutions.com

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Company Description

Headquarters: Cincinnati, Ohio

Industry: Financial Services

Holding Company: Property & Casualty
Insurance

100 locations throughout North America and
Europe
Business in all fifty states

Branch of Great American Insurance Group
Started in 1872

Marketing Strategy & Planning Process

Business Definition

Help clients to analyze their financial risks and provide specialized insurance products and services that are suitable for each individual or business.

Strategic Direction & Strategic Infrastructure



Core Values

- Accountability
- Entrepreneurial Spirit
- Customer Focus
- Integrity
- Self-Discipline
- Respect for Others
- Parsimony
- Specialized Expertise
- Clear and Open Communication

Customer Intimacy

Focus is on customer and agent's knowledge, understanding and loyalty. Insurance products are designed to meet customer needs and provide a high level of customer service.

Marketing Information & Research

Question 1

1. How could we provide suitable property and casualty insurance products for younger generations?

Question 2

2. How should we provide insurance services for lower-income groups?

Question 3

3. Should we develop a division that specializes in promoting the company through all kinds of social networks?

E-Commerce & The Global Marketing Environment

Rivalry Among Existing Firms

Companies that provide Property and Casualty Insurance



E-Commerce & Social Media

Agents benefit from interaction between agents and their clients. Social media provides a platform for agents to share information and build relationships. Social media can be used to promote insurance products and services. Social media can be used to provide customer support and education.

Cloud Computing

- AFG can store customer data
- Clients can easily compare options and products using online sources
- Agents have easy access to clients

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Strategic Direction & Strategic Infrastructure



Strategic Direction

• Develop a clear & concise business strategy
• Conduct a SWOT analysis
• Identify key objectives, strengths & weaknesses
• Determine the organization's mission & vision
• Establish a clear & concise strategic plan

Strategic Infrastructure

• Create a comprehensive business plan
• Develop a clear & concise strategic plan
• Establish a strong organizational structure
• Implement a clear & concise strategic plan

Core Values

- Accountability
- Entrepreneurial Spirit
- Customer Focus
- Integrity
- Self Discipline
- Respect for Others
- Family
- Specialization Accountability
- Clear and Open Communication

Customer Intimacy

- Products and services are tailored to meet specific individual and business to manage financial risks
- Specialists in particular lines of business or customer groups
- Provide excellent service to agents and policyholders

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