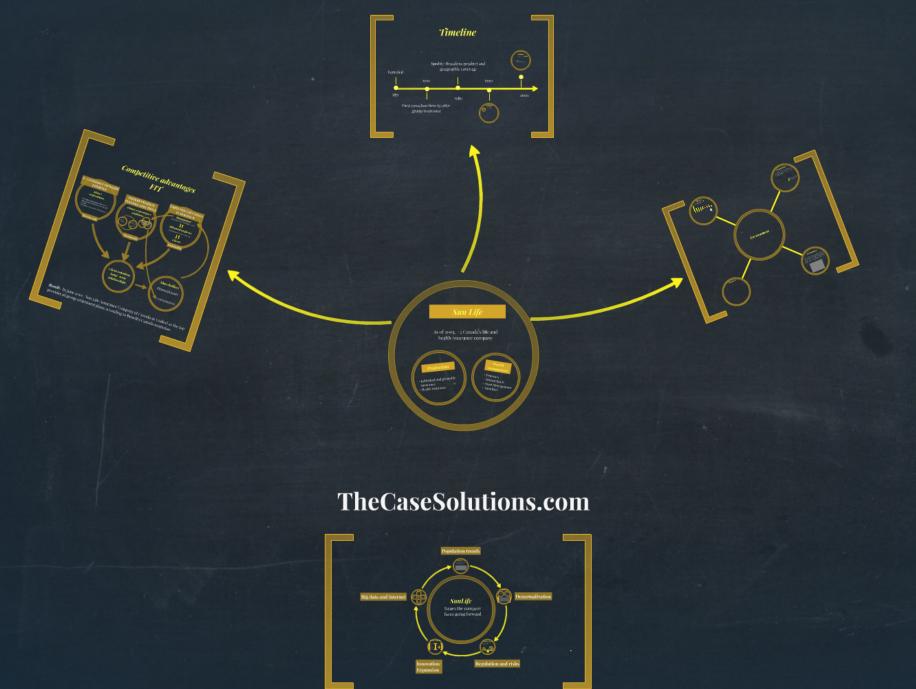
Strategic planning at sun Life Harvard Case Solution & Analysis



Strategic planning at sun Life Harvard Case Solution & Analysis



Sun Life

As of 2003, #2 Canada's life and health insurance company

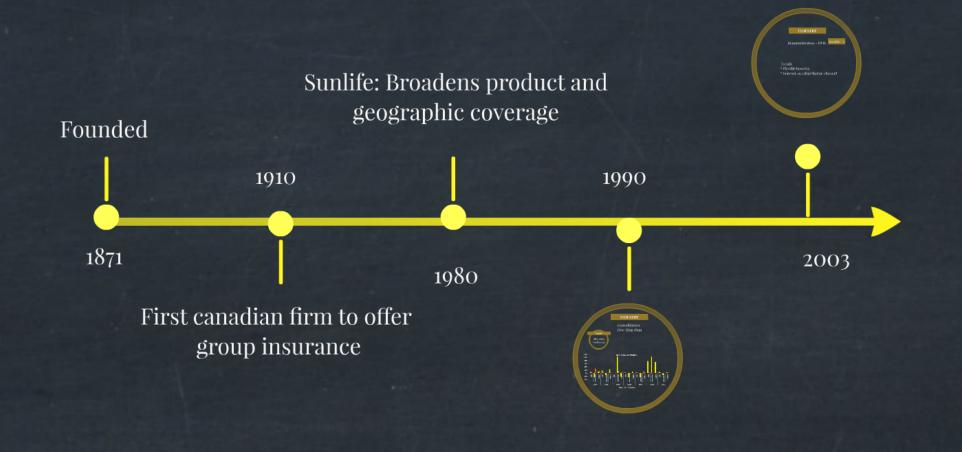
Protection

- Individual and group life insurance
- Health insurance

Wealth management

- Pensions
- Mutual funds
- Asset Management
- Annuities

Timeline

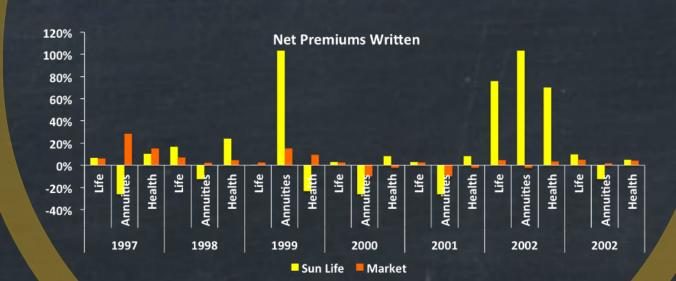


INDUSTRY

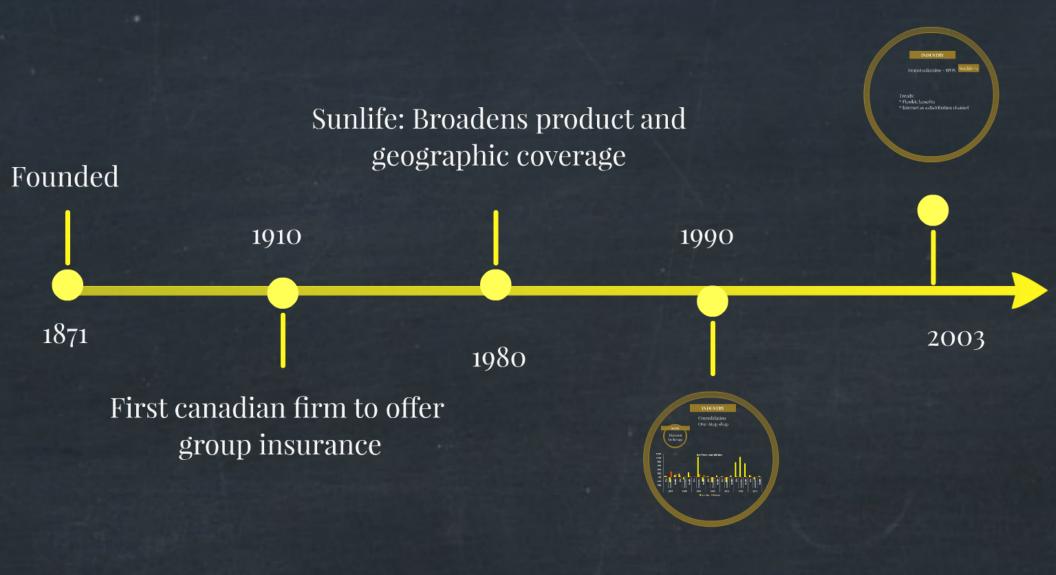
Consolidation One-Stop shop

Sunlife

Discount brokerage



Timeline



INDUSTRY

Demutualization - IPOS

Sunlife +1

Trends:

- * Flexible benefits
- * Internet as a distribution channel



Competitors

Detectic oraquates have a market share of p. (% (as of more)
 5.6% of demestic insures' revenue is generated overseas indicating naturally in the canadian sushot
 and of the life and health market is consentrated in the too subset

 ytC of the bits and health market is concentrated in the top split (anns), down from st2-th root

Life Insurance Market share 200



Environment

Products Fiducina la 1990 From month 1

Distribution

Although e-commerce is now more widely used it has not became a major distribution channel, mainly because of the nature of the product long term commitment and somewhat compilex and tailored, which notivates customers for a direct relationship with a broker

Life insurance Distribution channels (2003)

