

De La Salle University - Dasmariñas
GRADUATE PROGRAM

**A STRATEGIC MANAGEMENT PLAN FOR
MALAYAN INSURANCE COMPANY, INC.**

A Management Research Paper

Presented to the Faculty of the
College of Business Administration and Accountancy

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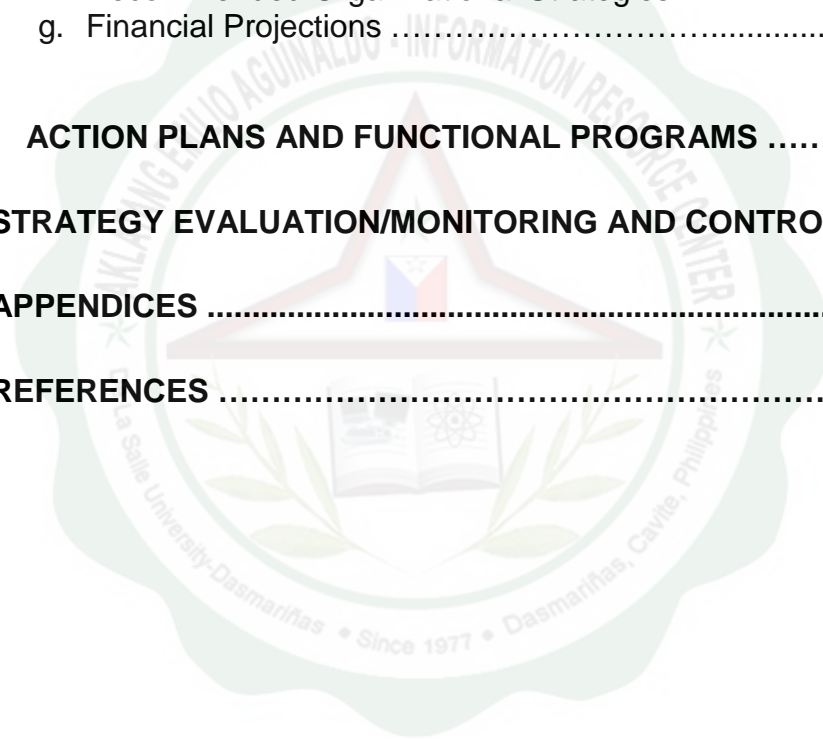
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ABSTRACT

MARIA GERTRUDES GUINTO- LIM, A STRATEGIC MANAGEMENT PLAN FOR MALAYAN INSURANCE COMPANY, INC. Masters in Business Administration, De La Salle University – Dasmariñas, Cavite, March 2013.

This study is a strategic management plan for the company, which has the potential to grow within the industry.

The company needs to consider the proposal of changing the existing mission statement. The proposed mission must comply with the nine (9) components of the mission statement. It is recommended that the company needs to develop and penetrate the market. It should also develop product to meet the needs of clients and the demands of the existing and new markets. Aggressive involvement in community development efforts is also recommended. There must also be an insistent approach in the advertising and marketing activities to increase the awareness of the insuring public on the importance of insurance as a means to ensure the protection of life and property. Likewise, for the company to become the preferred non-life insurance in the country and to gain a larger customer base and network, action plans and strategies are hereby being recommended.

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