

Business development solutions for Prudential Life Insurance Company Thai Nguyen branch

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Abstract: In the fiercely competitive context of the life insurance market, this study aims to analyze the current situation and identify strategic solutions to promote business development for Prudential Life Insurance Company, Thai Nguyen branch. Through a combination of theoretical research and practical experimentation, the goal is to build an effective business management support system and optimize profitability. The expected results will help the company enhance its competitive position while providing added value to customers.

Keywords: Life insurance, Business Administration, Information Technology, Empirical Research, Development Strategy