LIFE INSURANCE

MARKING GUIDE

The key contextualisation issues –

- GIL's loss of recent tenders to VCL
- Customer feedback – investment performance and to a lesser extent group life pricing
- The very strong view of the CEO and Board that the CWA tender must be won

A good answer will

- Have both the tender response – addressing all the issues in the CWA tender request - and the justification report
- Have clearly addressed the winning of the tender – "you have to do whatever it takes"
- Recognises that investment performance is requirement one and group life pricing is requirement two but still needs to be competitive
- Provides robust justification for all the assumptions – investment and group life
- The investment strategy must demonstrably address CWA's objective
- While the standard Group Product does not specify any profit share, including one in the tender response is acceptable but not required provided the tender response will be competitive

A response which does not deal adequately with winning the tender must be regarded as doubtful.

Given the size of CWA, not using their experience must be regarded as a material negative.

END OF MARKING GUIDE

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