IMPACT OF PARTNERSHIP ON FINANCIAL PERFORMANCE OF INSURANCE COMPANIES
A CASE STUDY OF UAP INSURANCE, NAIROBI

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Declaration
This is my original work that has not been presented in any other University for an award of any academic certificate.

Name: HALE ZEINABU WOLDE. Signature. Date: 16/10/2014

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This research project has been submitted for examination with my authority as a University Supervisor.

Supervisor Name: Signature. Date: 21/11/2014
ABSTRACT
The study sought to establish the impacts of partnership on the financial performance of insurance companies in Kenya and the focus was on UAP Insurance Company limited which is located in Nairobi. The researcher focused on top management, middle management, lower management and the staff to facilitate comprehensive data collection.

The data collected by administration of questionnaires was analyzed and it revealed that there is an impact of business partnership on business development, also there is an impact upon the market share of insurance firms in Nairobi and also there is an impact on business partnership towards profitability of insurance companies in Nairobi. Therefore it was clear that organizations needed to come up with ideas which contribute to performance and strength they also needed to be involved with structuring and reviewing strategies to reduce the chances of high competition from competitors in the future and to ensure that this strategy to be adopted suits the needs of that particular organization. There is need for organizations to structure their efforts made with current market conditions, financial institutions and focusing on corporate performance more than ever the insurance processes seek to engage incumbents while at same time try to stay on top of budgets and building confidence with customers so they can renew their commitments.