

FACTORS AFFECTING THE GROWTH OF INSURANCE BROKERAGE FIRMS IN KENYA: A SURVEY OF INSURANCE BROKERAGE FIRMS IN NAIROBI

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ABSTRACT

Insurance is a complex, multi-dimensional product where the brokers play a critical role as market markers. Prior to seeking insurers to underwrite the risk, the broker works with the client to identify coverage needs and assist in designing a risk management programme. The lack of growth witnessed by most of insurance brokerage firms can be attributable to the challenges resulting from information technology, staff competence and accessibility to finance.

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