

MEASURING QUALITY OBJECTIVES  
FOR BUSINESS  
PERFORMANCE - CASE STUDY OF  
GENERAL INSURANCE COMPANY

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**MEASURING QUALITY OBJECTIVES FOR BUSINESS  
PERFORMANCE – CASE STUDY OF GENERAL INSURANCE  
COMPANY**

by

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## SUMMARY

At the end of the studies a project work has to be made , the purpose of this project work is to measure quality objectives for business performance case study of general insurance company .

The project work took place at (LAIKI CYPRIALIFE ) a member of LAIKI GROUP which is responsible only for insurances . From there all the data was given to the researcher to make his work . When the work will be finished it will be given to the company to examine the problems found and try to solve them..

After meetings with the managers it was decided at witch department the measurements and analysis of data was going to be made . The department of analyzation was the group insurance department .The collection of data was done with the help of Laiki personnel .Then the creation and analysis of charts started . The software SPC Excel was used for the analysis of the collected data .

From the results it can be seen that LAIKI Insurance is doing a very good and organized job and there are only few points that it needs to take corrective actions .

The importance of the project work was the experience earned from the cooperation with a such a serious company and the learning of how importance the quality can been in a competitive environment like that of the insurance companies in which they are handling with persons .

*Dedicated to my parents for their ' valuable offer to me*

## **ACKNOWLEDGMENTS**

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