ART AND SCIENCE OF STRATEGIC PLANNING FOR COOPERATIVE AND MUTUAL INSURANCE

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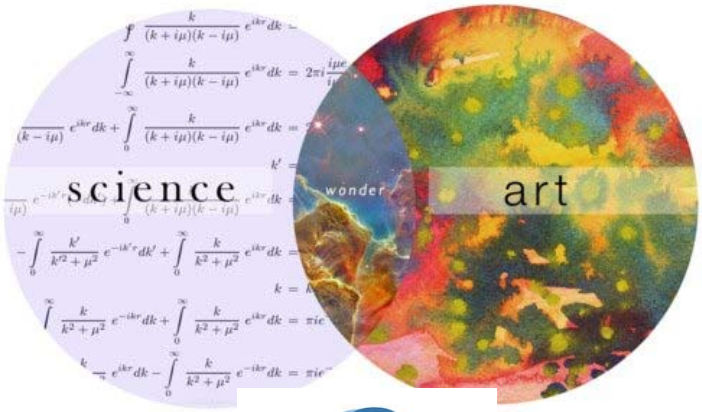
Strategic Planning



EVOLUTION, PLANNING RESULT

1969

Creation of a small department owned by FACACH

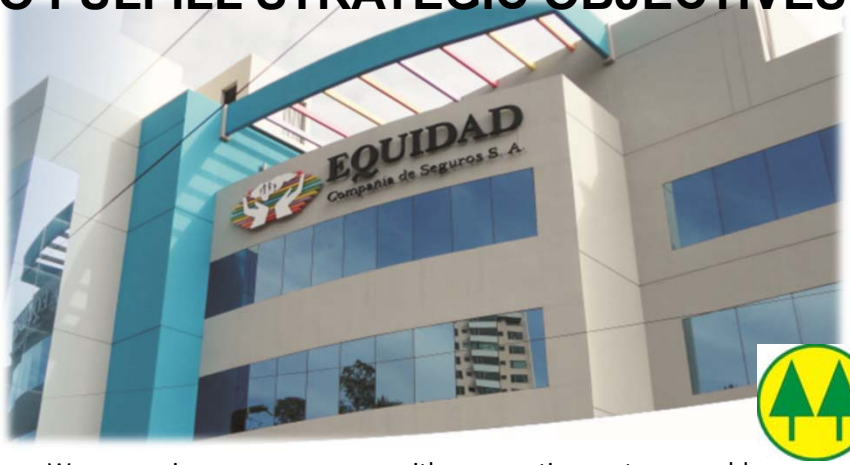
2000

Incorporated as a corporation authorized by the BCH, supervised and regulated by CNBS.

2003

Became the first insurance organization focused on the Cooperative Sector.

SHAREHOLDERS GETTING TOGETHER TO FULFILL STRATEGIC OBJECTIVES



We are an insurance company with cooperative roots, owned by FACACH and 41 Cooperatives of the Federal Honduran System Honduras that contributes to the protection of people and organizations in the Social Sector of the Economy.

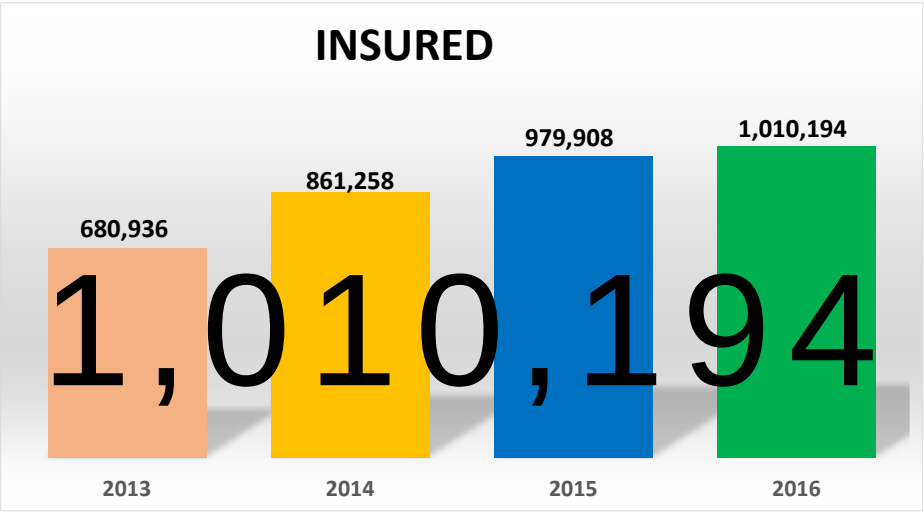
VISION

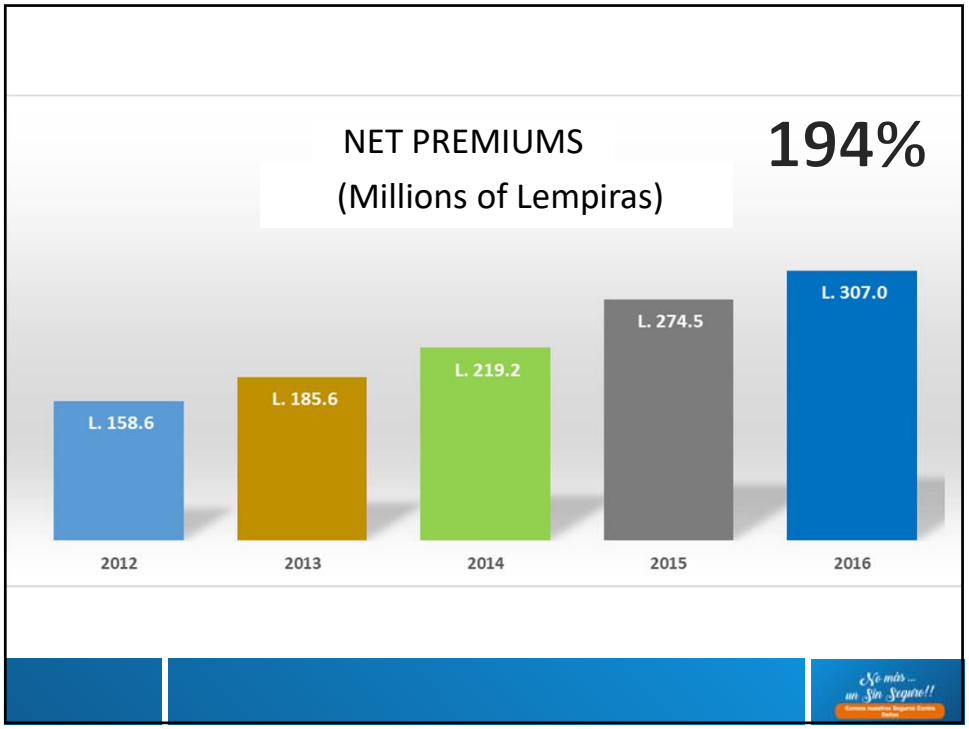
To become, by 2017, the insurer providing comprehensive protection to the largest number of Honduran families in the organized social sector with efficiency and financial solvency based on cooperative values and commitment to social responsibility.

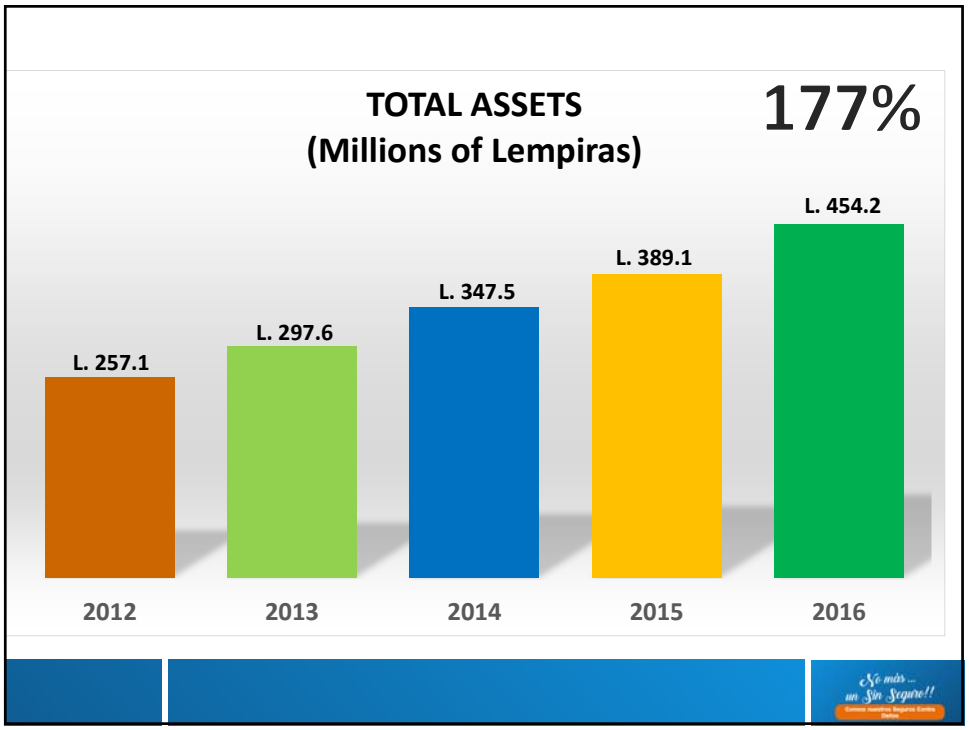
MISSION

Provide trust and timely protection to Honduran families in the organized social sector, their assets and businesses, through accessible insurance and human warmth.

INSURED



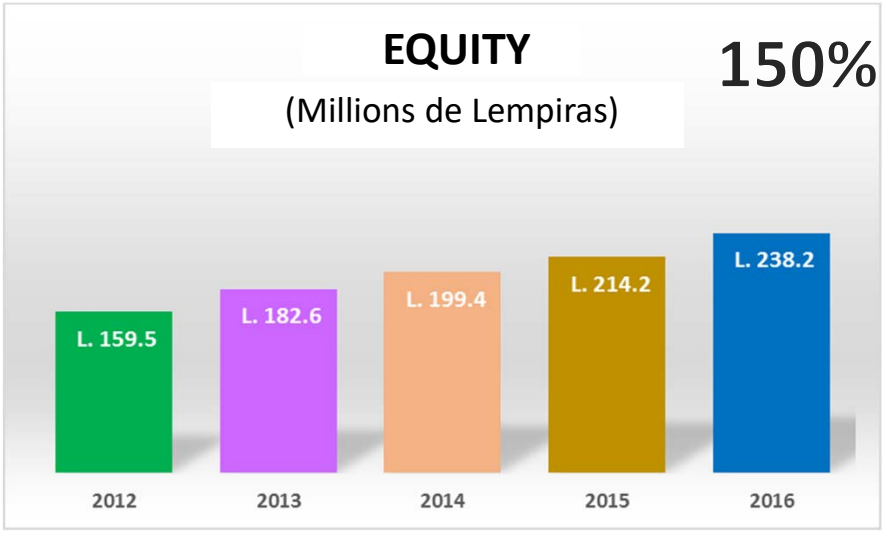

NET PREMIUMS
(Millions of Lempiras)
194%
L. 158.6
L. 185.6
L. 219.2
L. 274.5
L. 307.0
2012
2013
2014
2015
2016


TOTAL ASSETS
(Millions of Lempiras)
177%
L. 257.1
L. 297.6
L. 347.5
L. 389.1
L. 454.2
2012
2013
2014
2015
2016

EQUITY

150%

(Millions de Lempiras)



VALUE PROPOSITION

TRUST, INNOVATION AND TIMELY RESPONSE

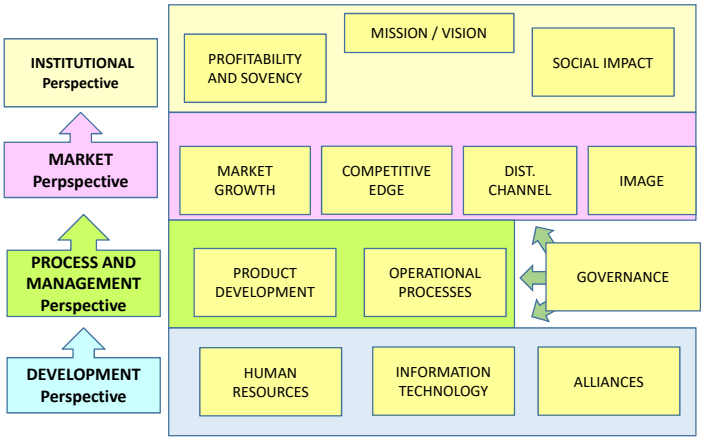
How have we accomplished it?

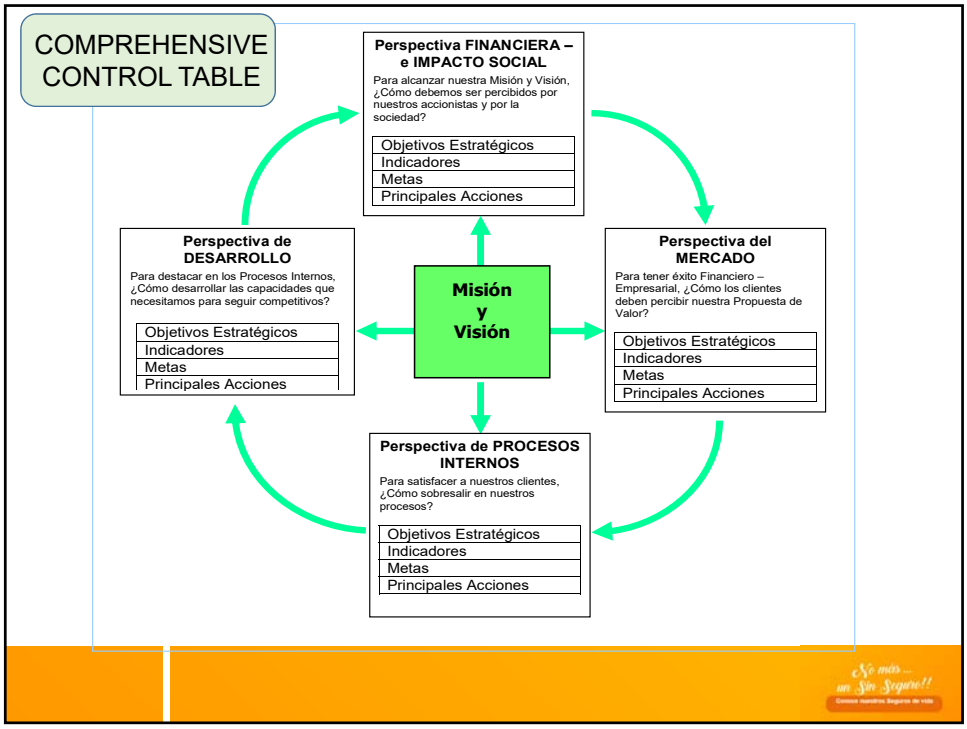
Strategic Planning

It is a management tool that supports organizations´ decision-making processes regarding current issues and the path to follow in the future to adapt to the changes and demands imposed by the environment successfully achieving the objectives of the Organization in the period defined.

The Strategic Plan

THE STRATEGIC MAP




COMPREHENSIVE CONTROL TABLE
Perspectiva FINANCIERA – e IMPACTO SOCIAL
Para alcanzar nuestra Misión y Visión, ¿Cómo debemos ser percibidos por nuestros accionistas y por la sociedad?
Objetivos Estratégicos
Indicadores
Metas
Principales Acciones
Perspectiva de DESARROLLO
Para destacar en los Procesos Internos, ¿Cómo desarrollar las capacidades que necesitamos para seguir competitivos?
Objetivos Estratégicos
Indicadores
Metas
Principales Acciones
Misión y Visión
Perspectiva del MERCADO
Para tener éxito Financiero – Empresarial, ¿Cómo los clientes deben percibir nuestra Propuesta de Valor?
Objetivos Estratégicos
Indicadores
Metas
Principales Acciones
Perspectiva de PROCESOS INTERNOS
Para satisfacer a nuestros clientes, ¿Cómo sobresalir en nuestros procesos?
Objetivos Estratégicos
Indicadores
Metas
Principales Acciones

Defining disciplines
Production Annual Operational Plan
Control
Regular Evaluations
Culture of Service
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VIDEO

Providing Outstanding Service

"Long range planning does not deal with future decisions,

but with the future of present decisions"

Peter Drucker

Muchas
Gracias
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