

Title: Business Development Strategy Under The Epidemic Situation:
The Case of Ping an Life Insurance Co., Ltd. China

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ABSTRACT

After the spread of the novel coronavirus pneumonia worldwide, the risk of the global financial crisis is increasing, which has a great impact on all walks of life. The COVID-19 has brought a great impact to the insurance industry, on the one hand, because the insurance enterprises themselves have huge risks, on the other hand, it is also the sensitivity of the insurance industry to risks. As a stable guarantee for the life of the country and people, insurance shows its irreplaceable role. Based on the actual situation of Ping An Life Insurance Co., Ltd. Beijing Branch, through in-depth analysis of the existing external environment, and in view of the difficulties faced by its development, this paper puts forward strategies suitable for its long-term development, so as to maintain its competitive advantage in the increasingly competitive market environment. Firstly, based on the current situation of industrial development, this paper explains the significance and objectives of this paper, and selects the method of combining PEST analysis, SWOT analysis and IFE matrix to comprehensively analyze the existing business portfolio of the enterprise. Secondly, according to the company's long-term development goals, formulate the direction and development strategy of

enterprise strategic transformation. Finally, it discusses how to ensure the smooth implementation of enterprise strategic transformation, and formulates a set of effective strategic transformation and guarantee schemes for it.

Keywords: English training institutions, Training Service Satisfaction Quality satisfaction

