**Problem Statement:**

There is a vast opportunity to enhance the insurance sector and improve the economic state of the African continent. This could also potentially lead to Africa being a model example of how to implement such growth within other parts of the world where needed.

Even though Africa has a large population size, the insurance industry remains as a low contributor toward the economy. Having 50% of it’s population earn below the average income level and a 30% unemployment rate, the African market shows a huge unaffordability dilemma. Other contributing factors are the lack of knowledge on the benefits of having insurance as well as the wrong audience being targeted as potential consumers.

By investigating how we can create insurance packages that are more affordable, educating the masses on the importance having insurance and by researching the market for insights as to who is more likely to buy the product, the relevant stakeholders can work toward a well-developed, dynamic and stable insurance industry.