Private Limited Company: Aviva

What is a Private Limited Company? A company whose shares are not sold and traded the public market.

Explain the advantages: The shareholders in the business only have some liability, lower tax rates.

Explain the disadvantages: You need at least one other shareholder which means loss of some power.

Identify the purpose of the business: To make money by selling insurance.

Describe the activities of the business: Selling insurance.

Describe the ownership of the business: A combination of private individuals, banks and nominee companies, pension fund managers and insurance companies and other corporate bodies.

Describe the size and scale of the business: The size is very big as they are one of the biggest insurance sellers; the scale will be the same.

Identify the links between ownership and size and scale: The ownership is small as there’s only a few people who own the company, they have a big size as they have buildings across the UK and have a big scale as they sell to across the UK.

Explain the sector the business is in and why it is classified this way: this is in the third sector as it sells to the public.

Identify the local and national competitors: Local Competitors: Towergate Risk Solutions. National Competitors: Axa.

Show two suitable images to represent the business:

 