

Executive Summary

A business is managed not only for short term results, it is an approach which short term and long term objectives of a business are achieved in a sustainable manner, the entire process of the same sometimes referred as the business model of an organization. In modern era the topic of go beyond boundaries in business is often discussed, As such well crafted, deliberate yet emerging formula may achieve better success in Survival & Growth of an organization. In this scenario Strategic Leadership, Product & Market Strategies, Managing Financial, Social, Human, Natural capital and Knowledge Management plays a vital role.

Janashakthi has become one of the leading players in the insurance industry today. The company not only survived but also has grown in many factors. Such as profitability, revenue, contribution to the economy of the country, creating many jobs, developing people, uplifting the environment, satisfying shareholders and other stakeholders of the company etc. The company has been awarded with many awards in business excellence, brand excellence people development, financial reporting, corporate social responsibility, innovation, and became first insurance company to obtain ISO 9002 international service quality accreditation in Sri Lanka.

The story of Janashakthi of its survival and growth is critically evaluated in this management case study. Janashakthi has crafted & executed a winning formula to outperform the competition. In this study author looked in to factors: Strategic Leadership, Product Market strategies, Socio-Economic factors, Measurement Analysis & Knowledge Management, as the variables to evaluate the cause an effect relationship of them to the Survival and Growth of Janashakthi Insurance PLC. Previous studies on the above have shown a positive impact on the Survival & Growth of an organization.

“There is a way to do it, better find it”-Thomas Edison