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#### ABSTRACT

The paper examines and analyses the current UK general insurance market, references are also made to the worldwide market.

Insurance company performance indicators such as premium, claims, expenditure, investment and investment income are examined and analysed.

The paper concentrates on the period 1970 - 1992 and highlights many of the dramatic features of this unusual period in the insurance market's history.

Over the twenty year period, results of the investigation have revealed that expenditure has exceeded premium income in three of the twenty year review period and the industry has survived on investment income to a large extent.

The current general insurance market is also examined in detail, and the effects of major disasters, legislation, underwriting, advertising, profit and employment and how they impinge on the market including Lloyds.

The paper considers the positive action which insurers could take to overcome these problems and offers a number of practical solutions and recommendations to the current difficulties.

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