

## Analysis Carmel in the companies in Kosovo

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### Abstract

Researching the chronology to the development of the insurance companies in Kosovo, especially since 1999 onwards, we have to accept that they have managed to provide large capital. On the contrary, problems and difficulties have become evident in these companies, which directly or indirectly affect their development, but in order to be realistic despite these developments, insurance companies in Kosovo have been taken as a model by many neighboring countries.

The first and the most important element that allows us the usage of the CARMEL analysis is precisely the provision of sufficient capital. Due to the exit from the last war, there is a small number of insurance companies in Kosovo which have developed under a full presence of the international companies from a technical point of view, including management and supervision trainings, all of which have led to the development of these organizations based on international standards.

On the other hand, reinsurance is considered as a growing process, but the insurance companies continue to maintain their image in front of customers, aware that they can lose them very easy in times of fierce competition between insurance companies. While, every insurance company in Kosovo selects the best people in management, operational management, marketing management, IT management and human resource management.

On the contrary, the insurance companies are aware of the competition and the risk that arises in the domestic market, so they have identified the most appropriate methods and methodologies for their development and operation. There is one similar methodology in the operation of all insurance companies working in our country, because it is a small country. The efforts of these companies to introduce a different model for development and operation have never disappeared, which has led to full vitality, so this has been best used by the clients of the insurance companies.

**Keywords:** CARMEL analysis, companies, Kosovo.

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