

Prof. Dr. Khawaja Amjad Saeed, Principal, Hailey College of Banking & Finance, University of the Punjab, Lahore served as winding up Chief Guest in the National Seminar on the Theme of: "Ten Commandments for Business Failure". This was organized by Lahore Insurance Institute (LII) and held on the premises of the above College on November 23, 2011. This was attended by Captains of industry from the Insurance Sector. Two Speakers explained salient features of the above Ten Commandments based on book entitled: "Ten Commandments For Business Failure", authored by Donald R. Kaeough, Former President of Coca-Cola Company, USA.

Prof. Dr. Khawaja Amjad Saeed presented an overview of the Insurance Industry (Annex - "A"). Later, he identified internal objectives (Profitability, Growth, Productivity, Leadership and Market Penetration) and external objectives environment and customers delights. As against the above Ten Commandments for Business Failure, he presented Ten Commandments for Business Success.

The above program is one which was started after the assumption of Mr. Muhammad Ikram, President of Lahore Insurance Institute. Earlier, the seminar was inaugurated by Mr. Qamber Hamid, Managing Director of EFU General Assurance Limited. Such activities are as a part of continuous management development for broadening mental horizons of business executives to serve the country in general and the society in particular.

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