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Hong Leong Bank Bhd Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Hong Leong Bank Bhd Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Hong Leong Bank Bhd and its competitors. This provides our Clients with a clear understanding of Hong Leong Bank Bhd position in the Industry.

The report contains detailed information about Hong Leong Bank Bhd that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Hong Leong Bank Bhd. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Hong Leong Bank Bhd financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Hong Leong Bank Bhd competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Hong Leong Bank Bhd business.

About Hong Leong Bank Bhd

Hong Leong Bank Berhad provides various commercial banking products and services in Malaysia, Singapore, Hong Kong, and China. Its personal financial services include deposit products comprising savings and current accounts, and fixed deposits; loans consisting of car, personal, property, and share margin financing loans; and credit cards, investment and bancassurance products, and priority banking and e-banking services. The company also offers corporate and commercial banking products/services, such as overdraft facilities, term loans, revolving credits, Hong Leong current accounts, and Hong Leong fixed deposits; small and medium enterprises banking services; client charter services for small and medium enterprises, and trade services; HL markets, such as foreign exchange, derivatives, money market, and structured investment; debt capital markets and structured finance services comprising issuance of private debt securities, asset securitization, acquisition financing, structured credit products, project financing, foreign currency exchange related instruments, and Sukuk financing; and research services. In addition, it provides Islamic banking products and services comprising deposits, investment, wealth management, consumer financing, and e-banking services. Further, Hong Leong Bank offers treasury products, including foreign exchange, money market operations, and capital market securities trading and investments; and underwrites family takaful, including investment-linked business, as well as provides leasing, real property investment, and nominee services.

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As of June 30, 2009, the company operated 199 branches and sales centres, and 17 business centres in Malaysia, as well as 1 branch each in Singapore and Hong Kong. It serves individuals, small and medium enterprises, and government and statutory bodies. The company was founded in 1905 and is headquartered in Kuala Lumpur, Malaysia. Hong Leong Bank Berhad is a subsidiary of Hong Leong Financial Group Berhad.

The above Company Fundamental Report is a half-ready report and contents are subject to change.
It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. HONG LEONG BANK BHD COMPANY PROFILE

1.1. Key facts
1.2. Financial Performance
1.3. Key Executives
1.4. Ownership and Major Holders
1.5. Company History

2. HONG LEONG BANK BHD BUSINESS OVERVIEW

2.1. Business Description
2.2. Major Products and Services
2.3. Markets and Sales Activities
2.4. Locations, Subsidiaries, Operating Units

3. HONG LEONG BANK BHD SWOT ANALYSIS

3.1. Overview
3.2. Strengths
3.3. Weaknesses
3.4. Opportunities
3.5. Threats

4. HONG LEONG BANK BHD FINANCIAL ANALYSIS

4.1. Financial Statements
4.1.1. Income Statement
4.1.2. Balance Sheet
4.1.3. Cash Flow
4.2. Financial Ratios
4.2.1. Profitability
4.2.2. Margin Analysis

4.2.3. Asset Turnover
4.2.4. Credit Ratios
4.2.5. Long-Term Solvency
4.2.6. Growth Over Prior Year
4.2.7. Financial Ratios Charts
4.3. Stock Market Snapshot

5. HONG LEONG BANK BHD COMPETITORS AND INDUSTRY ANALYSIS

5.1. Hong Leong Bank Bhd Direct Competitors
5.2. Comparison of Hong Leong Bank Bhd and Direct Competitors Financial Ratios
5.3. Comparison of Hong Leong Bank Bhd and Direct Competitors Stock Charts
5.4. Hong Leong Bank Bhd Industry Analysis
5.4.1. Industry Snapshot
5.4.2. Hong Leong Bank Bhd Industry Position Analysis

6. HONG LEONG BANK BHD NEWS & EVENTS

6.1. News & PR Activity Analysis
6.2. IR Corporate News
6.3. Marketing News
6.4. Corporate Events

7. HONG LEONG BANK BHD EXPERTS REVIEW[1]

7.1. Experts Consensus
7.2. Experts Revisions

8. HONG LEONG BANK BHD ENHANCED SWOT ANALYSIS[2]

9. MALAYSIA PESTEL ANALYSIS[2]

9.1. Political Factors
9.2. Economic Factors
9.3. Social Factors
9.4. Technological Factors
9.5. Environmental Factors
9.6. Legal Factors

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10. HONG LEONG BANK BHD IFE, EFE, IE MATRICES[2]

10.1. Internal Factor Evaluation Matrix
10.2. External Factor Evaluation Matrix
10.3. Internal External Matrix

11. HONG LEONG BANK BHD PORTER FIVE FORCES ANALYSIS[2]

12. HONG LEONG BANK BHD VRIO ANALYSIS[2]

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

Hong Leong Bank Bhd Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit
Profit Margin Chart
Operating Margin Chart
Return on Equity (ROE) Chart
Return on Assets (ROA) Chart
Debt to Equity Chart
Current Ratio Chart
Hong Leong Bank Bhd 1-year Stock Charts
Hong Leong Bank Bhd 5-year Stock Charts
Hong Leong Bank Bhd vs. Main Indexes 1-year Stock Chart
Hong Leong Bank Bhd vs. Direct Competitors 1-year Stock Charts
Hong Leong Bank Bhd Article Density Chart

1 – Data availability depends on company's security policy.
2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

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List Of Tables

LIST OF TABLES

Hong Leong Bank Bhd Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
Hong Leong Bank Bhd Key Executives
Hong Leong Bank Bhd Major Shareholders
Hong Leong Bank Bhd History
Hong Leong Bank Bhd Products
Revenues by Segment
Revenues by Region
Hong Leong Bank Bhd Offices and Representations
Hong Leong Bank Bhd SWOT Analysis
Yearly Income Statement Including Trends
Income Statement Latest 4 Quarters Including Trends
Yearly Balance Sheet Including Trends
Balance Sheet Latest 4 Quarters Including Trends
Yearly Cash Flow Including Trends
Cash Flow Latest 4 Quarters Including Trends
Hong Leong Bank Bhd Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
Hong Leong Bank Bhd Capital Market Snapshot
Hong Leong Bank Bhd Direct Competitors Key Facts
Direct Competitors Profitability Ratios
Direct Competitors Margin Analysis Ratios
Direct Competitors Asset Turnover Ratios
Direct Competitors Credit Ratios
Direct Competitors Long-Term Solvency Ratios
Industry Statistics

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Hong Leong Bank Bhd Industry Position
Company vs. Industry Income Statement Analysis
Company vs. Industry Balance Sheet Analysis
Company vs. Industry Cash Flow Analysis
Company vs. Industry Ratios Comparison
Hong Leong Bank Bhd Consensus Recommendations[1]
Analyst Recommendation Summary[1]
Price Target Summary[1]
Experts Recommendation Trends[1]
Revenue Estimates Analysis[1]
Earnings Estimates Analysis[1]
Historical Surprises[1]
Revenue Estimates Trend[1]
Earnings Estimates Trend[1]
Revenue Revisions[1]

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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3×3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

- What composes a threat of substitute products and services?
- Is there a threat of new competitors entering the market?
- What is the intensity of competitive rivalry?
- How big is the bargaining power of buyers?
- How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

- Tangible resources
  - Financial
  - Physical
  - Technological
  - Organizational
- Intangible resources
  - Human
  - Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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