

# Citigroup Inc – SWOT Framework Analysis

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## Abstracts

The Citigroup has been one of the most well known financial services company in the world. The company provides retail banking, corporate banking, investment banking, as well as asset management.

The company's latest financials are:

Revenues of \$80,285 million in FY 2009

Operating loss of \$7,799 million

Net loss of \$1,606 million

A SWOT Analysis is a strategic planning tool used to evaluate:

Strengths

Weaknesses

Opportunities

Threats

involved in a project or in a business venture. It involves identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

With operations spanning over 140 countries, the group holds many assets that are not

central to its core business and hence faces significant risk. Further, the termination of the company's loss sharing agreement with the US government has also increased the risk for the group. In this scenario, Aruvian's R'search analyzes the company Citigroup Inc in the SWOT Framework Analysis. The report includes the following:

Business segment analysis of Citigroup Inc

Major products & services of Citigroup Inc

Profile of the industry Citigroup Inc operates in

Profile of its major competitors – Deutsche Bank AG, HSBC Holdings plc., Credit Suisse Group, BNP Paribas Group, and the Bank of America Corporation

SWOT Analysis of Citigroup Inc

Future Perspective of Citigroup Inc

Aruvian's R'search's report Citigroup Inc – SWOT Framework Analysis has a broad ranging content suitable for industry experts as well as logically initiating the industry beginners.

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