

Credit Suisse Group – SWOT Framework Analysis

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Date: May 2016

Pages: 20

Price: US\$ 110.00 (Single User License)

ID: C95E64988F7EN

Abstracts

Credit Suisse Group AG is a well-known Swiss financial services company. Based in Zurich, Switzerland, the company operates the Credit Suisse Bank and other financial services investments as well. The company operates its businesses through investment banking, private banking, asset management and shared services group, that supports and markets the other three business segments.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective.

Aruvian Research analyzes Credit Suisse Group in a SWOT analysis and also provides a brief profile of the company in the report Credit Suisse Group – SWOT Framework Analysis. It is an in-depth analysis of the strengths, weaknesses, opportunities and threats that face Credit Suisse Group in the present-day business scenario.

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