

Financial Services Industry Worldwide – Porter’s Five Forces Strategy Analysis

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Abstracts

The Global Financial Services Industry is the most important cog in the wheel of commercial activity worldwide. The industry maintains the most vital functions of money flow and transactions worldwide which help propagate the circular nature of money and keep investment flows worldwide healthy for all its constituents with returns matching expectations or sometimes exceeding them as well.

The nature of this industry is akin to a fluid empire of massive financial strength which is a self-contained system in itself ensuring its growth, implementing integrity standards and meeting cost driven objectives in order to present maximum financial gain to its users & providers.

Aruvian Research analyzes The Financial Services Industry Worldwide in Michael Porter’s Five Forces Analysis. It uses concepts developed in Industrial Organization (IO) economics to derive five forces that determine the competitive intensity and therefore attractiveness of a market. Porter referred to these forces as the microenvironment, to contrast it with the more general term macro-environment. They consist of those forces close to a company that affect its ability to serve its customers and make a profit. A change in any of the forces normally requires a company to re-assess the marketplace.

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