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ING Groep NV – SWOT Framework Analysis

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Abstracts

Headquartered in Amsterdam, Netherlands, the ING Group is a multinational banking and financial services corporation that has its presence globally. The company's primary businesses include retail banking, commercial banking, direct banking, investment banking, asset management and insurance services as well.

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 ING Groep NV in a SWOT analysis and also provides a brief profile of the company in the report ING Groep NV – SWOT Framework Analysis. It is an in-depth analysis of the strengths, weaknesses, opportunities and threats that face ING Groep NV in the present-day business scenario.

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