

# Bank of Yokohama Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Bank of Yokohama Ltd. 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 Bank of Yokohama Ltd. and its competitors. This provides our Clients with a clear understanding of Bank of Yokohama Ltd. position in the Industry.

The report contains detailed information about Bank of Yokohama Ltd. 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 Bank of Yokohama Ltd.. 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 Bank of Yokohama Ltd. 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 Bank of Yokohama Ltd. 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 Bank of Yokohama Ltd. business.

### **About Bank of Yokohama Ltd.**

The Bank of Yokohama, Ltd., a regional bank, serves the needs of individuals and companies in Kanagawa Prefecture and southwestern Tokyo. As of March 31, 2008, it operated 201 branches and 396 ATM locations, as well as 4 overseas representative offices in Asia, North America, and Europe.

#### Specialized Branches

The company operates branches that specialize in services for individual customers in Kanagawa Prefecture. It also operates specialized branches capable of providing consulting services to help customers select financial products that meet their needs and objectives.

#### Housing Loans

The company offers a range of housing loan products to meet a variety of customer needs and life plans, including the construction or purchase of a residence, and the refinancing of a loan from other financial institutions. The company also provides consulting services, including insurance cover reviews, in collaboration with the 'life counselor' service offered by Sampo Japan Himawari Life Insurance. Advice is also

available from specialist staff stationed in 30 Housing Loan Centers, as of March 31, 2008.

### Investment Trusts

As of May 30, 2008, the company offered 53 funds covering 48 types of products through 196 branches in Japan. Its product line-up includes retirement planning funds to meet the investment needs of baby-boomers, as well as funds specializing in investment in companies working to prevent global warming.

### Personal Annuity Insurance

The company, as of May 30, 2008, offered two fixed annuity insurance products, including one foreign currency-denominated product, and eight variable annuity insurance products.

### Inheritance-Related Service

The company, to meet the inheritance-related requirements of its customers, provides testamentary trust and estate settlement services in partnership with the Mitsubishi UFJ Trust and Banking Corporation and The Sumitomo Trust & Banking Co., Ltd., for which it acts as a trust agency.

### Securities Broking Services

The company offers a broking service, mainly for foreign bonds, under an alliance with Nikko Cordial Securities Inc. As of March 31, 2008, the service was available at 40 branches, including main branch.

### Yokohama Bank Card

This card combines the functions of a cash card, an international credit card, and a loan card. To prevent fraudulent access using counterfeit cards, the company also offers IC cards that combine bank card and cash card functions with biometric authentication technology.

### Services for Corporate Customers

The company serves corporate customers by handling related transactions, such as

non-recourse loans using real estate liquidation schemes, and PFI schemes. It offers various financing methods to meet the needs of customers.

**Business Loan Centers:** Business Loan Centers specialize mainly in loans for small and medium enterprises, offering such loans as 'Hamagin Super Business Loans' and loans guaranteed by credit guarantee associations.

**Venture Capital Business:** In this segment, the company facilitates the supply of funds to new businesses through the 'Yume Fund,' which covers a variety of government loan schemes for newly established businesses.

**Investment:** The company, as of March 31, 2008, had invested in a cumulative total of 97 companies, of which 12 had implemented IPOs. The company offers a variety of services to meet the financing needs of its corporate customers.

**Investment Banking:** Through business alliance with Aozora Bank, Ltd., the company offers a range of investment banking services, including securitization, asset liquidation and other asset financing services, and advisory services relating to financial and capital strategies, including M&A.

#### Research Alliances with Regional Banks

**Regional Finance Marketing Workshop:** Established with a membership consisting of 20 regional banks, this organization conducts joint research into marketing strategies specifically designed for regional banking.

**Regional Leasing Business Workshop:** This group membership consists of 23 regional banks and 23 leasing companies. Its activities include the development and sharing of leasing know-how, and the development of human resources with specialized knowledge and practical experience.

**Housing Loan Workshop:** A total of 56 regional banks participate in this group. Its purpose is to provide regional markets with high-added-value products that reflect customer needs, through the joint development and promotion of housing loan products.

#### History

The Bank of Yokohama, Ltd. was founded in 1920.

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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## 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 3x3 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?

## I would like to order

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