

# BankGreenville Financial Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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# **Abstracts**

BankGreenville Financial Corp. 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 BankGreenville Financial Corp. and its competitors. This provides our Clients with a clear understanding of BankGreenville Financial Corp. position in the Industry.

The report contains detailed information about BankGreenville Financial Corp. 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 BankGreenville Financial Corp.. 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 BankGreenville Financial Corp. 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 BankGreenville Financial Corp. 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 BankGreenville Financial Corp. business.

# About BankGreenville Financial Corp.

BankGreenville Financial Corporation operates as a holding company for BankGreenville, which conducts general banking business in Greenville, South Carolina. The company accepts deposits insured by the FDIC and provides commercial, consumer, and mortgage loans.

#### Markets

The company's service area includes Greenville County, with a primary focus on Greater Greenville, including the City of Greenville and the surrounding bedroom communities of Mauldin, Simpsonville, Greer, and Taylors.

#### **Lending Activities**

Commercial Real Estate Loans: The company offers commercial real estate loans secured by first or second mortgages on real estate.

Construction and Development Real Estate Loans: The company offers adjustable and fixed rate residential and commercial construction loans to builders and developers and to consumers who wish to build their own home.



Residential Real Estate Loans: The company offers fixed and adjustable rate mortgages, and acts as brokers for long-term first mortgage residential real estate loans that it generates in the secondary market.

Commercial Loans: The company makes loans for commercial purposes in various lines of businesses.

Equipment Loans: The company makes equipment loans secured by the financed equipment.

Working Capital Loans: The company offers working capital loans to support working capital and secured by accounts receivable, inventory, or personal guarantees of the principals of the business.

The company also offers small business loans utilizing government enhancements, such as the small business administration's (SBA) 7(a) and SBA's 504 programs.

Consumer Loans: The company makes various loans to individuals for personal and household purposes, including secured and unsecured installment loans and revolving lines of credit, such as credit cards. It also offers home equity lines of credit.

#### Other Banking Services

The company offers cashier's checks, banking by mail, direct deposit of payroll and social security checks, United States savings bonds, and traveler's checks. It is associated with the STAR and Cirrus ATM networks, which allow its clients to use other bank and third-party ATMs throughout the country, as well as internationally. It provides debit card and credit card services through a correspondent bank as an agent for the company. Additionally, it offers lines of credit, telephone banking, personal and corporate on-line banking, and corporate cash management services.

#### Investment Portfolio

The company's investment portfolio includes the U.S. Government sponsored agencies, mortgage-backed agencies, taxable municipal securities, and corporate bonds.

# Deposits



The company offers deposit services, including checking accounts, commercial accounts, savings accounts, and other time deposits of various types, ranging from daily money market accounts to longer-term certificates of deposit. In addition, it offers individual retirement accounts. It solicits these accounts from individuals, businesses, and other organizations.

History

BankGreenville Financial Corporation was incorporated in 2005.

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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<sup>1 –</sup> Data availability depends on company's security policy.

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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 3×3 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?



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