

# Malayan Banking Bhd Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Malayan Banking Bhd 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 Malayan Banking Bhd and its competitors. This provides our Clients with a clear understanding of Malayan Banking Bhd position in the Industry.

The report contains detailed information about Malayan Banking Bhd 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 Malayan Banking Bhd. 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 Malayan Banking Bhd 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 Malayan Banking Bhd 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 Malayan Banking Bhd business.

## **About Malayan Banking Bhd**

Malayan Banking Berhad and its subsidiaries provide various banking and financial services. As of June 30, 2009, the company operated 450 branches.

The company's product and service range includes commercial banking, investment banking, Islamic banking, offshore banking, insurance and takaful, factoring, trustee services, asset management, stock broking, nominee services, venture capital, and Internet banking. The company provides various services and products, including mortgage and automobile financing, credit and debit cards, bancassurance, wealth management, as well as retail and Internet banking.

### **Segments**

The company operates in four segments: Banking, Investment Banking, Insurance and Takaful, and Others.

### **Banking**

The Banking segment offers consumer and business banking products and services. It provides consumer banking products and services to individuals, including savings and

fixed deposits, remittance services, and current accounts; consumer loans, such as housing loans and personal loans; unit trusts; bancassurance products; and credit cards. This segment also offers business banking products and services, which include long-term loans, such as project financing; short-term credit comprising overdrafts and trade financing; and fee-based services, including cash management and custodian services to large corporate and public sector, and small and medium enterprises.

Corporate and Business Banking, which include corporate and commercial segments, caters to public listed companies, multinationals and institutional clients, as well as SMEs through various services that include cash management and trade financing.

### Investment Banking

The Investment Banking segment engages in the business of discount house and securities brokerage services. It offers direct lending, advisory banking services, bond issuance, equity financing, syndicated financing, mergers and acquisitions advisory services, debt restructuring advisory services, and share and futures dealings services. The Investment Banking Group spearheaded by Maybank Investment Bank offers a range of investment solutions from corporate finance to debt capital markets, equity markets to research and strategic advisory.

### Insurance and Takafu

The Insurance and Takafu segment involves in the business of underwriting various classes of general and life insurance, offshore investment life insurance business, and general takafu and family takafu businesses. The company's Insurance business under the Etiqa brand offers all types and classes of Life and General conventional insurance as well as Family and General Takafu plans.

### Other segment

The Others segment include asset and fund management, nominee and trustee services, and custodian services. It operates in Malaysia, Singapore, Indonesia, the Philippines, Papua New Guinea, Brunei Darussalam, the People's Republic of China, Hong Kong, Vietnam, the United Kingdom, the United States, Cambodia, and Bahrain.

### Significant Events

On December 28, 2009, Bank Of China (Malaysia) Berhad entered into strategic

alliance relationship in renminbi business with six lenders in Malaysia. The bank is to release personal, corporate, and financial institutional deposit business with the six partners, including Malayan Banking Bhd, Public Bank Berhad, CIMB Investment Bank Berhad, RHB Bank, OCBC Bank (Malaysia) Berhad, and Alliance Bank Malaysia Bhd.

## History

Malayan Banking Berhad was founded in 1960.

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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1 – 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 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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