

National Bank of Greece SA Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

National Bank of Greece SA 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 National Bank of Greece SA and its competitors. This provides our Clients with a clear understanding of National Bank of Greece SA position in the Industry.

The report contains detailed information about National Bank of Greece SA 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 National Bank of Greece SA. 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 National Bank of Greece SA 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 National Bank of Greece SA 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 National Bank of Greece SA business.

About National Bank of Greece SA

National Bank of Greece S.A., together with its subsidiaries, provides diversified financial services primarily in Greece. As of December 31, 2008, it operated 579 branches, 1 private banking unit, 1 unit for financial institutions, and 10 specialized banking units; and 1,466 ATMs in Greece.

The company offers its customers a range of integrated financial services, including: corporate and investment banking; retail banking (including mortgage lending); leasing; stock brokerage, asset management and venture capital; insurance; and real estate and consulting services. In addition, the company is also involved in various other businesses, including hotel and property management, real estate, and IT consulting.

Segments

The company operates through seven segments, including Retail Banking, Corporate & Investment Banking, Global Markets and Asset Management, Insurance, International, Turkish Operations, and Other.

RETAIL BANKING

Retail banking includes all individual customers of the Group, professionals, small-medium and small sized companies. The Bank, through its network of branches, offers to its retail customers various types of deposit and investment products as well as a range of traditional services and products.

The bank offers retail customers different types of deposit and investment products, as well as a range of traditional services and products.

Savings and Investment Products

The bank offers various investment products, including repurchase agreements between the bank and its clients (backed by Greek government bonds), Greek government bonds from the bank's portfolio, capital guaranteed principal products and a range of mutual funds and unit trust products provided by NBG Asset Management S.A.

Consumer Credit Products

The bank offers its customers various consumer finance solutions: credit cards, revolving loans, and amortized personal loans and consumer loans for vehicles and durable goods.

Mortgage Lending

The bank operates as a mortgage lender in Greece. It offers a range of mortgage products, with floating, fixed, or a combination of fixed and floating interest rates. In addition to fire and earthquake property insurance, the bank offers an optional life insurance plan together with mortgages. The bank offers loans subsidized by the Hellenic Republic or Workers' Housing Organization to special groups.

Small Business Lending Unit

The Small Business Lending Unit (SBL Unit), a part of the bank's Retail Banking Division consisting of three credit centers situated in Athens, Thessaloniki and Patras, manages the provision of credit to businesses. In addition, customized financing products are targeted at certain categories of businesses and professionals, such as medical practices, trade unions, attorney unions, gas stations, car dealers, pharmacies and food and restaurant establishments. Furthermore, the SBL Unit offers term loans geared towards medium- and long-term working capital needs for the financing of asset purchases.

Payment Services

The bank offers payment services to clients participating in local interbank payment channels. For payments, outside the Eurozone, the bank maintains a network of correspondent banks.

Factoring

The bank offers various factoring services, including domestic factoring services, such as debt collection, management and account monitoring and advancing of funds for companies' outstanding claims. Internationally, it offers export credit, credit risk coverage, monitoring services, management and debt collection services. Factoring services are provided through the bank's corporate credit centers, which comprise a specialized division of the bank. The bank's corporate credit centers also provide lending services to small and medium-sized enterprises, offering a synergistic complement of services to these clients. Ethniki Factors S.A., the bank's subsidiary, manages and administers its factoring activities domestically and internationally.

CORPORATE & INVESTMENT BANKING

Corporate & Investment banking includes lending to all large and medium-sized companies, shipping finance and investment banking activities. The Group offers

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.

Contents

RESEARCH METHODOLOGY

DISCLAIMER

1. NATIONAL BANK OF GREECE SA COMPANY PROFILE

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

2. NATIONAL BANK OF GREECE SA BUSINESS OVERVIEW

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

3. NATIONAL BANK OF GREECE SA SWOT ANALYSIS

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

4. NATIONAL BANK OF GREECE SA FINANCIAL ANALYSIS

- 4.1. Financial Statements
 - 4.1.1. Income Statement
 - 4.1.2. Balance Sheet
 - 4.1.3. Cash Flow
- 4.2. Financial Ratios
 - 4.2.1. Profitability
 - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

5. NATIONAL BANK OF GREECE SA COMPETITORS AND INDUSTRY ANALYSIS

- 5.1. National Bank of Greece SA Direct Competitors
- 5.2. Comparison of National Bank of Greece SA and Direct Competitors Financial Ratios
- 5.3. Comparison of National Bank of Greece SA and Direct Competitors Stock Charts
- 5.4. National Bank of Greece SA Industry Analysis
 - 5.4.1. Industry Snapshot
 - 5.4.2. National Bank of Greece SA Industry Position Analysis

6. NATIONAL BANK OF GREECE SA NEWS & EVENTS

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

7. NATIONAL BANK OF GREECE SA EXPERTS REVIEW¹

- 7.1. Experts Consensus
- 7.2. Experts Revisions

8. NATIONAL BANK OF GREECE SA ENHANCED SWOT ANALYSIS²

9. GREECE PESTEL ANALYSIS²

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

10. NATIONAL BANK OF GREECE SA IFE, EFE, IE MATRICES²

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

11. NATIONAL BANK OF GREECE SA PORTER FIVE FORCES ANALYSIS²

12. NATIONAL BANK OF GREECE SA VRIO ANALYSIS²

APPENDIX: RATIO DEFINITIONS

LIST OF FIGURES

National Bank of Greece SA Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit
Profit Margin Chart
Operating Margin Chart
Return on Equity (ROE) Chart
Return on Assets (ROA) Chart
Debt to Equity Chart
Current Ratio Chart
National Bank of Greece SA 1-year Stock Charts
National Bank of Greece SA 5-year Stock Charts
National Bank of Greece SA vs. Main Indexes 1-year Stock Chart
National Bank of Greece SA vs. Direct Competitors 1-year Stock Charts
National Bank of Greece SA Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
The complete financial data is available for publicly traded companies.

List Of Tables

LIST OF TABLES

National Bank of Greece SA Key Facts
Profitability
Management Effectiveness
Income Statement Key Figures
Balance Sheet Key Figures
Cash Flow Statement Key Figures
Financial Performance Abbreviation Guide
National Bank of Greece SA Key Executives
National Bank of Greece SA Major Shareholders
National Bank of Greece SA History
National Bank of Greece SA Products
Revenues by Segment
Revenues by Region
National Bank of Greece SA Offices and Representations
National Bank of Greece SA SWOT Analysis
Yearly Income Statement Including Trends
Income Statement Latest 4 Quarters Including Trends
Yearly Balance Sheet Including Trends
Balance Sheet Latest 4 Quarters Including Trends
Yearly Cash Flow Including Trends
Cash Flow Latest 4 Quarters Including Trends
National Bank of Greece SA Profitability Ratios
Margin Analysis Ratios
Asset Turnover Ratios
Credit Ratios
Long-Term Solvency Ratios
Financial Ratios Growth Over Prior Year
National Bank of Greece SA Capital Market Snapshot
National Bank of Greece SA Direct Competitors Key Facts
Direct Competitors Profitability Ratios
Direct Competitors Margin Analysis Ratios
Direct Competitors Asset Turnover Ratios
Direct Competitors Credit Ratios
Direct Competitors Long-Term Solvency Ratios
Industry Statistics

National Bank of Greece SA Industry Position
Company vs. Industry Income Statement Analysis
Company vs. Industry Balance Sheet Analysis
Company vs. Industry Cash Flow Analysis
Company vs. Industry Ratios Comparison
National Bank of Greece SA Consensus Recommendations¹
Analyst Recommendation Summary¹
Price Target Summary¹
Experts Recommendation Trends¹
Revenue Estimates Analysis¹
Earnings Estimates Analysis¹
Historical Surprises¹
Revenue Estimates Trend¹
Earnings Estimates Trend¹
Revenue Revisions¹

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?

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