

# Sydbank A/S Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Sydbank A/S 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 Sydbank A/S and its competitors. This provides our Clients with a clear understanding of Sydbank A/S position in the Industry.

The report contains detailed information about Sydbank A/S 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 Sydbank A/S. 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 Sydbank A/S 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 Sydbank A/S 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 Sydbank A/S business.

## **About Sydbank A/S**

Sydbank A/S provides banking products and services in Denmark. The company offers personal advice and service in approximately 100 branches and a range of e-banking solutions to both corporate clients and retail customers. Its product range includes all banking and pension scheme products, as well as access to mortgage credit and insurance.

The company's international presence includes branches in North Germany and a subsidiary bank in St. Gallen, Switzerland. It has a total of 115 customer branches, including three in Germany and PBI in Grasten. The company's major clients include private banking clients, corporate enterprises, other financial institutions and institutional clients. It has 375,000 clients, including approximately 28,000 corporate clients.

### **Operations**

**Retail operations:** The company's primary mortgage credit partners are Totalkredit/Nykredit and DLR Kredit (the Agricultural Mortgage Bank) and its life insurance partners are Topdanmark and PFA.

**Investment advice and private banking segment:** The company focuses on the business areas, investment and wealth advisory services, as well as asset management.

## Sydbank in Switzerland

The company has a subsidiary bank, Sydbank (Schweiz) AG, which from its domicile in St. Gallen, Switzerland, targets private banking clients domiciled outside Denmark, including Danish expatriates. Sydbank is a direct participant in the new Single Euro Payments Area (SEPA) which was introduced in 2008.

## Sydbank in Germany

Sydbank in Germany targets Danish corporate clients who trade with Germany, as well as German corporate and retail clients. Investment and wealth advisory services as well as private banking are also available at Sydbank's German branches in Flensburg, Hamburg, and Kiel. In addition the Flensburg branch is a specialist banker for retail clients commuting across the Danish-German border.

## Leasing and boat financing

The company's leasing services to corporate clients are provided via the department, Sydleasing. In addition, it provides financing of leisure boats – under the brand, Søfinans.

## Markets

Markets manages the company's trading and customer oriented activities with in the securities, interest rate and foreign exchange markets. Sydbank Markets quotes all prices and performs market making obligations and is a primary dealer of Danish government bonds. Other areas of responsibility include the servicing of a few major clients, local banks and the company's investment centres.

## Self-service/eBanking

Sydbank's NetBank enables clients to carry out ordinary banking transactions, including securities trading, and gives clients the possibility to review pension and insurance schemes and to receive text messages or emails, for instance when a pay cheque has been credited an account or a securities transaction has been implemented. In addition, via NetBank, clients can be redirected to for instance PensionsInfo. The majority of NetBank clients have chosen to use the electronic filing system, eArkiv, instead of ring binders to store the various types of banking documents.

The company issues Dankort cards, with or without the Visa facility, Visa Electron cards, and a credit card programme. As of December 31, 2008, Sydbank MasterCard in circulation included approximately 20,000.

## History

Sydbank A/S was founded in 1970.

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. SYDBANK A/S 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. SYDBANK A/S 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. SYDBANK A/S SWOT ANALYSIS**

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

### **4. SYDBANK A/S 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. SYDBANK A/S COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Sydbank A/S Direct Competitors
- 5.2. Comparison of Sydbank A/S and Direct Competitors Financial Ratios
- 5.3. Comparison of Sydbank A/S and Direct Competitors Stock Charts
- 5.4. Sydbank A/S Industry Analysis
  - 5.4.1. Industry Snapshot
  - 5.4.2. Sydbank A/S Industry Position Analysis

## **6. SYDBANK A/S NEWS & EVENTS**

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

## **7. SYDBANK A/S EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. SYDBANK A/S ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. DENMARK PESTEL ANALYSIS<sup>2</sup>**

- 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. SYDBANK A/S IFE, EFE, IE MATRICES<sup>2</sup>**

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

## **11. SYDBANK A/S PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. SYDBANK A/S VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

Sydbank A/S 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  
Sydbank A/S 1-year Stock Charts  
Sydbank A/S 5-year Stock Charts  
Sydbank A/S vs. Main Indexes 1-year Stock Chart  
Sydbank A/S vs. Direct Competitors 1-year Stock Charts  
Sydbank A/S 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

Sydbank A/S Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Sydbank A/S Key Executives  
Sydbank A/S Major Shareholders  
Sydbank A/S History  
Sydbank A/S Products  
Revenues by Segment  
Revenues by Region  
Sydbank A/S Offices and Representations  
Sydbank A/S 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  
Sydbank A/S Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Sydbank A/S Capital Market Snapshot  
Sydbank A/S 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



Sydbank A/S 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  
Sydbank A/S Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## 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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