

# Fidelity Bank Plc (FIDELITYBK): Company Profile and SWOT Analysis

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## Abstracts

### SYNOPSIS

Timetric's 'Fidelity Bank Plc (FIDELITYBK): Company Profile and SWOT Analysis' contains in depth information and data about the company and its operations. The profile contains a company overview, key facts, major products and services, SWOT analysis, business description, company history, financial analysis, mergers & acquisitions, recent developments, key employees, company locations and subsidiaries, employee biographies as well as competitive benchmarking data.

### SUMMARY

This report is a crucial resource for industry executives and anyone looking to access key information about "Fidelity Bank Plc"

The report utilizes a wide range of primary and secondary sources, which are analyzed and presented in a consistent and easily accessible format. Timetric strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

### SCOPE

Examines and identifies key information and issues about 'Fidelity Bank Plc' for business intelligence requirements.

Studies and presents the company's strengths, weaknesses, opportunities (growth potential) and threats (competition). Strategic and operational business

information is objectively reported.

Provides data on company financial performance and competitive benchmarking.

The profile also contains information on business operations, company history, major products and services, key employees, and locations and subsidiaries.

## **REASONS TO BUY**

Quickly enhance your understanding of 'Fidelity Bank Plc'

Gain insight into the marketplace and a better understanding of internal and external factors which could impact the industry.

Increase business/sales activities by understanding your competitors' businesses better.

Recognize potential partnerships and suppliers.

## **KEY HIGHLIGHTS**

Fidelity Bank Plc (FBP) a commercial banking service provider offers retail banking, SME banking, corporate banking, and private banking. Retail banking comprises accounts, loans, cards, diaspora banking, and supportive services. SME banking consists of loans, business advisory, merchant POS application, and corporate online banking. Corporate banking includes currency exchange, payment services, and POS terminals. Private banking contains financial planning, legacy planning, foreign exchange solutions, lending, and investment solutions. The bank offers products and services through a network of branch offices, ATMs, and online portals to individual, SME, corporate, high net worth individual, and wealthy family clients across the country. FBP is headquartered in Lagos, Nigeria.

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