

# Rural Bank Limited: Company Profile and SWOT Analysis

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## Abstracts

### SYNOPSIS

Timetric's 'Rural Bank Limited: 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 as well as employee biographies.

### SUMMARY

This report is a crucial resource for industry executives and anyone looking to access key information about 'Rural Bank Limited'

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 'Rural Bank Limited' 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.

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

## **REASONS TO BUY**

Quickly enhance your understanding of 'Rural Bank Limited'

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**

Rural Bank Limited (Rural Bank), a subsidiary of Bendigo and Adelaide Bank, is a provider of a range of banking products and services to individuals and agribusiness clients. Its product portfolio includes farm term loans, farm line of credits, seasonal accounts, farm management deposits, debit cards, savings accounts, community accounts, retirement accounts, gold cash management accounts, term deposits, and negotiable certificates of deposits. Its service offering includes hardship and disaster assistance services, equipment financing, short term financing, livestock financing, specialized farm financing, ATM services, branch banking, money market services and internet banking services. The bank sells and distributes its products and services through its branch network, online platform and distribution partners including Bendigo Bank and Elder Rural Services. Rural Bank is headquartered in Adelaide, Australia.

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Rural Bank Limited

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