

# Standard Chartered Bank (Hong Kong) Limited - Strategic SWOT Analysis Review

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Standard Chartered Bank (Hong Kong) Limited - Strategic SWOT Analysis Review provides a comprehensive insight into the company's history, corporate strategy, business structure and operations. The report contains a detailed SWOT analysis, information on the company's key employees, key competitors and major products and services.

This up-to-the-minute company report will help you to formulate strategies to drive your business by enabling you to understand your partners, customers and competitors better.

## Scope

- Business description – A detailed description of the company's operations and business divisions.
- Corporate strategy – GlobalData's summarization of the company's business strategy.
- SWOT analysis – A detailed analysis of the company's strengths, weakness, opportunities and threats.
- Company history – Progression of key events associated with the company.
- Major products and services – A list of major products, services and brands of the company.
- Key competitors – A list of key competitors to the company.
- Key employees – A list of the key executives of the company.
- Executive biographies – A brief summary of the executives' employment history.
- Key operational heads – A list of personnel heading key departments/functions.
- Important locations and subsidiaries – A list of key locations and subsidiaries of the company, including contact details.

## Highlights

Standard Chartered Bank (Hong Kong) Limited (SCBL), a subsidiary of Standard Chartered PLC, is a provider of banking and financial services. It offers personal banking, private banking, SME banking and wholesale banking services. Its banking services include savings, current, and time deposits, as well as Renminbi and payroll services, personal loans, mortgage loans, credit cards, investment products and services, retirement products. The bank also offers corporate finance, RMB services, and Islamic banking services among others. The bank offers its services through various channels such as online banking, mobile banking, and telephone banking among others. SCBL is headquartered in Hong Kong.

## Standard Chartered Bank (Hong Kong) Limited Key Recent Developments

Sep 06,2017: Standard Chartered appoints regional Vice Chairs for Corporate and Institutional Banking

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Aug 28,2017: Oman Oil Company Celebrates Financial Closure For SMC's Ammonia Project

Jan 18,2017: Standard Chartered Hong Kong appoints Mary Huen as CEO

Jul 29,2016: Standard Chartered Private Bank appoints Vivian Chan as Regional Head, Greater China and

North Asia

## Reasons to Buy

- Gain key insights into the company for academic or business research purposes. Key elements such as SWOT analysis and corporate strategy are incorporated in the profile to assist your academic or business research needs.
- Identify potential customers and suppliers with this report's analysis of the company's business structure, operations, major products and services and business strategy.
- Understand and respond to your competitors' business structure and strategies with GlobalData's detailed SWOT analysis. In this, the company's core strengths, weaknesses, opportunities and threats are analyzed, providing you with an up to date objective view of the company.
- Examine potential investment and acquisition targets with this report's detailed insight into the company's strategic, business and operational performance.

**Note:** Some sections may be missing if data is unavailable for the company.

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## COMPANIES MENTIONED

The Bank of East Asia, Limited  
OCBC Wing Hang Bank Ltd  
Industrial and Commercial Bank of China (Asia) Limited  
Hang Seng Bank Limited  
Fubon Bank (Hong Kong) Limited  
DBS Bank (Hong Kong) Limited  
Dah Sing Banking Group Limited

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