

# **Sterling Bank Plc (STERLN BANK): Company Profile and SWOT Analysis**

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## **Abstracts**

### **SYNOPSIS**

Timetric's 'Sterling Bank Plc (STERLN BANK): 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 "Sterling 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 'Sterling 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 'Sterling 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**

Sterling Bank Plc (SBP) a commercial banking and finance service provider offers personal banking, business banking and private banking. Personal banking comprises saving accounts, cards, loans, and e-banking services. Business banking contains business and investment accounts, trade services, import finance, letter of credit, overdraft, invoice discount, project finance, and MSME payment solutions. Private banking includes value proposition, philanthropy, lifestyle solutions, trust and fiduciary services, investment advisory, and credit and financing. It offers products and services through a network of branch offices, ATMs, and online portals to individual, business, MSME, high net worth individual, and wealthy family clients across the country. SBP is headquartered in Lagos, Nigeria.

## Contents

### **1 STERLING BANK PLC - BUSINESS ANALYSIS**

- 1.1 Sterling Bank Plc - Company Overview
- 1.2 Sterling Bank Plc - Business Description
- 1.3 Sterling Bank Plc - Major Products and Services

### **2 STERLING BANK PLC - ANALYSIS OF KEY PERFORMANCE INDICATORS**

- 2.1 Sterling Bank Plc - Five Year Snapshot: Overview of Financial and Operational Performance Indicators
- 2.2 Sterling Bank Plc - Key Financial Performance Indicators
  - 2.2.1 Sterling Bank Plc - Valuation
- 2.3 Sterling Bank Plc - Competitive Benchmarking
  - 2.3.1 Sterling Bank Plc - Market Capitalization
  - 2.3.2 Sterling Bank Plc - Efficiency
  - 2.3.3 Sterling Bank Plc - Valuation

### **3 STERLING BANK PLC - MERGERS & ACQUISITIONS AND PARTNERSHIPS**

- 3.1 Sterling Bank Plc - M&A and Partnerships Strategy

### **4 STERLING BANK PLC - RECENT DEVELOPMENTS**

### **5 STERLING BANK PLC - SWOT ANALYSIS**

- 5.1 Sterling Bank Plc - SWOT Analysis - Overview
- 5.2 Sterling Bank Plc - Strengths
- 5.3 Sterling Bank Plc - Weaknesses
- 5.4 Sterling Bank Plc - Opportunities
- 5.5 Sterling Bank Plc - Threats

### **6 STERLING BANK PLC - HISTORY**

### **7 STERLING BANK PLC - KEY EMPLOYEES**

### **8 STERLING BANK PLC - KEY EMPLOYEE BIOGRAPHIES**

## **9 STERLING BANK PLC - LOCATIONS AND SUBSIDIARIES**

9.1 Sterling Bank Plc - Head Office

9.2 Sterling Bank Plc - Other Locations and Subsidiaries

## **10 APPENDIX**

10.1 Methodology

10.2 Ratio Definitions

10.3 Disclaimer

## List Of Tables

### LIST OF TABLES

- Table 1: Sterling Bank Plc - Major Products and Services
- Table 2: Sterling Bank Plc - Key Ratios - Annual
- Table 3: Sterling Bank Plc - Key Ratios - Interim
- Table 4: Sterling Bank Plc - Key Capital Market Indicators
- Table 5: Sterling Bank Plc - History
- Table 6: Sterling Bank Plc - Key Employees
- Table 7: Sterling Bank Plc - Key Employee Biographies

## List Of Figures

### LIST OF FIGURES

- Figure 1: Sterling Bank Plc - Valuation
- Figure 2: Sterling Bank Plc - Market Capitalization
- Figure 3: Sterling Bank Plc - Efficiency
- Figure 4: Sterling Bank Plc - Valuation

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