

Wing Lung Bank Limited - Strategic SWOT Analysis Review

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Abstracts

Wing Lung Bank 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

Wing Lung Bank Limited (Wing Lung), a subsidiary of China Merchants Bank Co., Ltd, is a provider of banking and related financial solutions. It offers deposits such as savings, current accounts, fixed deposits; lending includes micro enterprise, balance transfer, personal installment, syndicated and mortgage loans. The bank offers corporate financing, credit cards, electronic banking services, wealth management, securities, hire-purchase and leasing, foreign exchange and provident fund among others. It also offers non-life and life insurance, property management, futures broking, insurance broking and trustee as well as nominee services through its wholly-owned subsidiaries. The bank operates through banking outlets in Hong Kong, China, Macau and overseas including the US and the Cayman Islands. Wing Lung is headquartered in Hong Kong City, Hong Kong.

Wing Lung Bank Limited Key Recent Developments

Dec 28, 2017: Dr Feng Xuefeng, new appointment of senior management at Wing Lung Bank

Jan 11, 2017: Wing Lung Bank appoints new executive director and general manager

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

China CITIC Bank International Limited
OCBC Wing Hang Bank Ltd
The Bank of East Asia, Limited
Chong Hing Bank Limited
Fubon Bank (Hong Kong) Limited
Hang Seng Bank Limited

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