

# BB&T Corporation - Strategy, SWOT and Corporate Finance Report

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## Abstracts

BB&T Corporation - Strategy, SWOT and Corporate Finance Report

### SUMMARY

BB&T Corporation - Strategy, SWOT and Corporate Finance Report, is a source of comprehensive company data and information. The report covers the company's structure, operation, SWOT analysis, product and service offerings and corporate actions, providing a 360° view of the company.

### KEY HIGHLIGHTS

BB&T Corporation (BB&T) is a financial holding company that offers retail and commercial banking and related financial services through subsidiaries. Its retail offerings include asset management, loans and mortgages, insurance, investment brokerage, online banking, retail deposits, payments, wealth management, and SME banking. The commercial offerings comprise association service, capital market, treasury, financing, corporate banking, international banking, leasing, merchant services, private equity investments, and supply chain management, among others. The company serves individual, commercial, SME, local governments, and public agencies in the US and Bermuda. BB&T is headquartered in Winston Salem, North Carolina, the US.

### SCOPE

Detailed information on BB&T Corporation required for business and competitor intelligence needs

A study of the major internal and external factors affecting BB&T Corporation in the form of a SWOT analysis

An in-depth view of the business model of BB&T Corporation including a breakdown and examination of key business segments

Intelligence on BB&T Corporation's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about BB&T Corporation, such as business expansion, restructuring, and contract wins

Large number of easy-to-grasp charts and graphs that present important data and key trends

## **REASONS TO BUY**

Gain understanding of BB&T Corporation and the factors that influence its strategies.

Track strategic initiatives of the company and latest corporate news and actions.

Assess BB&T Corporation as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on BB&T Corporation's business structure, strategy and prospects.

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