

CIT Group Inc. - Strategy and SWOT Report



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CIT Group Inc. - Strategy and SWOT 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.

Features:

- Detailed information on CIT Group Inc. required for business and competitor intelligence needs
- A study of the major internal and external factors affecting CIT Group Inc. in the form of a SWOT analysis
- An in-depth view of the business model of CIT Group Inc. including a breakdown and examination of key business segments
- Intelligence on CIT Group Inc.'s mergers and acquisitions (M&A), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors
- News about CIT Group Inc., such as business expansion, restructuring, and contract wins
- Large number of easy-to-grasp charts and graphs that present important data and key trends

Highlights:

CIT Group Inc. (CIT or 'the group') is a bank holding company that together with its subsidiaries is engaged in providing commercial financing and leasing products and other services to small and middle market businesses across a wide range of industries. The group also operates CIT Bank, a wholly-owned subsidiary of the group and a state chartered bank engaged in offering commercial financing and leasing products and other services and on-line banking products, such as certificates of deposits (CDs). CIT operates in North America, Europe, Latin America, and Asia-Pacific. It is headquartered in New York City, New York, and employed 3,360 people as of December 31, 2014. The group recorded revenues of \$2,438.6 million during the financial year ended December 2014 (FY2014), an increase of 1.3% over FY2013. The operating profit of the group was \$1,077.5 million during FY2014, an increase of 37.2% over FY2013. The net profit was \$1,130 million in FY2014, an increase of 67.2% over FY2013.

Reasons to Purchase:

- Gain understanding of CIT Group Inc. and the factors that influence its strategies
- Track strategic initiatives of the company and latest corporate news and actions
- Assess CIT Group Inc. as a prospective partner, vendor or supplier
- Support sales activities by understanding your customers' businesses better
- Stay up to date on CIT Group Inc.'s business structure, strategy and prospects

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