

# Citizens Financial Corp. - Strategy, SWOT and Corporate Finance Report

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## **Abstracts**

Citizens Financial Corp. - Strategy, SWOT and Corporate Finance Report

### **SUMMARY**

Citizens Financial Corp. - 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**

Citizens Financial Corp. (Citizens Financial) is an insurance holding company. The company through its principal subsidiary Citizens Security Life Insurance Company (CSLICo), offers a range of life and health insurance products in the US. The company offers group and individual ancillary insurance products such as group dental insurance, group vision insurance, whole-life insurance, term life insurance, group life insurance, individual dental insurance, and individual vision insurance. Citizens Security, through its employee and member benefits arm CS Benefits, has partnerships with the DenteMax dental network and Davis Vision network. Citizens Security operates in the US and the District of Columbia. Citizens Financial is headquartered in Louisville, Kentucky, the US.

## **SCOPE**

Detailed information on Citizens Financial Corp. required for business and competitor intelligence needs



A study of the major internal and external factors affecting Citizens Financial Corp. in the form of a SWOT analysis

An in-depth view of the business model of Citizens Financial Corp. including a breakdown and examination of key business segments

Intelligence on Citizens Financial Corp.'s mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about Citizens Financial Corp., 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 Citizens Financial Corp. and the factors that influence its strategies.

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

Assess Citizens Financial Corp. as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on Citizens Financial Corp.'s business structure, strategy and prospects.



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