

FirstMerit Corporation - Strategy, SWOT and Corporate Finance Report

<https://marketpublishers.com/r/F33609DF60AEN.html>

Date: January 2017

Pages: 33

Price: US\$ 175.00 (Single User License)

ID: F33609DF60AEN

Abstracts

SUMMARY

FirstMerit 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 FINDINGS

Detailed information on FirstMerit Corporation required for business and competitor intelligence needs

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

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

Intelligence on FirstMerit Corporation's mergers and acquisitions (MandA), strategic partnerships and alliances, capital raising, private equity transactions, and financial and legal advisors

News about FirstMerit 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 FirstMerit Corporation and the factors that influence its strategies.

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

Assess FirstMerit Corporation as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

Stay up to date on FirstMerit Corporation's business structure, strategy and prospects.

KEY HIGHLIGHTS

FirstMerit Corporation (FirstMerit) is a provider of financial services. The company through its principal subsidiary, FirstMerit Bank, N.A. (FirstMerit Bank), offers a range of banking, financial, fiduciary, insurance and investment services to individual, corporate and institutional customers. Its portfolio of products includes checking accounts, home equity loans, savings accounts, money market accounts, mortgages loans, certificates of deposit, auto loans, credit cards, debit cards, personal loans, fixed term loans, real estate loans, and other lending solutions. FirstMerit also provides services such as leasing services, payroll services, treasury management, financing services, and brokerage, insurance and advisory service. The company also offers wealth management services such as investment management, private banking, and charitable advisory services to private clients and wealthy families. FirstMerit operates through a network of banking offices and ATMs across Michigan, Wisconsin, Ohio, Illinois and Western Pennsylvania. FirstMerit is headquartered in Akron, Ohio, the US.

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COMPANIES MENTIONED

FirstMerit Corporation

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