

# KeyCorp - Company Profile and SWOT Analysis

<https://marketpublishers.com/r/K554C83E876EN.html>

Date: December 2023

Pages: 44

Price: US\$ 175.00 (Single User License)

ID: K554C83E876EN

## Abstracts

KeyCorp. Company Profile and SWOT Analysis

### Summary

KeyCorp. Company Profile and SWOT Analysis, 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

KeyCorp (KeyCorp or 'the group') is a financial services company. The group offers retail and commercial banking, commercial leasing, investment management, student loan refinancing, consumer finance, commercial mortgage servicing and special servicing, and investment banking products and services to individual, corporate, and institutional clients. It also serves middle market clients in various industry sectors, including consumer, energy, healthcare, industrial, public sector, technology and real estate. The group provides these services across through full-service retail banking branches, a network of automated teller machines (ATMs), additional offices, online and mobile banking capabilities, and a telephone banking call center. The group primarily operates in the US. The company is headquartered in Cleveland, Ohio, the US.

### Scope

Detailed information on KeyCorp required for business and competitor intelligence needs

A study of the major internal and external factors affecting KeyCorp in the form

of a SWOT analysis

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

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

News about KeyCorp, 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 KeyCorp and the factors that influence its strategies.

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

Assess KeyCorp as a prospective partner, vendor or supplier.

Support sales activities by understanding your customers' businesses better.

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

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