

# Strategies and Best Practices of U S Community Banks

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## Abstracts

### Report Description

The U.S. currently has more than 6,000 community banks with over 50,000 branch locations across the nation. 'Strategies and Best Practices of U.S. Community Banks' is a market research study designed specifically to identify the current and the future role of community banks in the U.S. financial market. The report focuses on identifying the new opportunities in the community banking sector as well as the growth strategies of the key community banks.

Community banks have seen their share of deposits dwindle from 33% in 1992 to 12.4% in 2009. The economic recession proved to be a boon for the community banks, as consumers lost faith in large financial institutions, and with the failure of the 'too big to fail' theory, are moving their deposits back to community banks. It is the right time for community banks to capitalize on this shift and put the right programs in place to accelerate their success.

In the current phase of economic recovery, community banks are seeking alternatives that are cost effective and faster to implement. Internet banking, mobile banking, and remote deposit capture services play an important role in enabling community banks to better serve their customers and reach their target segment 24/7. The loss of trust and confidence in big banks, and the changed perception of U.S. consumers are the major factors driving the growth of the U.S. community banks.

### Scope of the report

Strategy formulation

This section seeks to provide a schematic of the marketplace under study; and to enable the report user to determine their competitiveness and positioning in the market. Through our in-depth understanding of the financial services industry, we size the market, identify the trends and drivers, and develop the right framework for strategy formulation to help users maintain or enhance their market position.

### **Business Model**

This section seeks to identify the already existing business models; and to optimize these models in order to help FIs enter new and lucrative markets.

### **Vendor Selection**

This section seeks to profile the companies supporting the market under study. We profile the top vendors and analyze user perspectives to help you make the best decision for your financial institution. Every report includes in-depth reviews of the top vendors.

### **What makes our report unique?**

A strong heritage of providing cutting-edge research:

MarketsandMarkets provides clients with ground breaking marketing research. M&M's unique research methodology and expert analytical capabilities will provide you the tools to apply the best marketing practices to your Financial Institution.

Ensure that your strategy is viable:

Our study will help you examine the breadth of possibilities you may encounter when planning future strategies and product launches. It will help you create plans that are resilient enough to meet the full range of unanticipated events.

Discover new opportunities:

This market research study will forecast the future roles, uses, and acceptances of new products, services, and applications emerging in the marketplace. It will identify opportunities where companies can get a leg up on the competition.

## **Key questions answered**

1. Which are the high-growth segments/cash cows and how is the market segmented in terms of products, and services?
2. What are market estimates and forecasts; which markets are doing well and which are not?
3. Where are the gaps and opportunities; what is driving the market?
4. Which are the key playing fields? Which are the winning edge imperatives?
5. How is the competitive outlook; who are the main players in each of the segments; what are the key selling products; what are their strategic directives, operational strengths and product pipelines? Who is doing what?

## **Powerful Research and analysis**

The analysts working with MarketsandMarkets come from renowned publishers and market research firms globally, adding their expertise and domain understanding. We get the facts from over 22,000 news and information sources, a huge database of key industry participants and draw on our relationships with more than 900 market research companies. "

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