

# Synovus Financial Corp. (SNV): Company Profile and SWOT Analysis

<https://marketpublishers.com/r/S79320DA652EN.html>

Date: November 2017

Pages: 44

Price: US\$ 125.00 (Single User License)

ID: S79320DA652EN

## Abstracts

### SYNOPSIS

Timetric's 'Synovus Financial Corp. (SNV): Company Profile and SWOT Analysis' contains in depth information and data about the company and its operations. The profile contains a company overview, key facts, major products and services, SWOT analysis, business description, company history, financial analysis, mergers & acquisitions, recent developments, key employees, company locations and subsidiaries, employee biographies as well as competitive benchmarking data.

### SUMMARY

This report is a crucial resource for industry executives and anyone looking to access key information about 'Synovus Financial Corp.'

The report utilizes a wide range of primary and secondary sources, which are analyzed and presented in a consistent and easily accessible format. Timetric strictly follows a standardized research methodology to ensure high levels of data quality and these characteristics guarantee a unique report.

### SCOPE

Examines and identifies key information and issues about 'Synovus Financial Corp.' for business intelligence requirements.

Studies and presents the company's strengths, weaknesses, opportunities (growth potential) and threats (competition). Strategic and operational business

information is objectively reported.

Provides data on company financial performance and competitive benchmarking.

The profile also contains information on business operations, company history, major products and services, key employees, and locations and subsidiaries.

## **REASONS TO BUY**

Quickly enhance your understanding of 'Synovus Financial Corp.'

Gain insight into the marketplace and a better understanding of internal and external factors which could impact the industry.

Increase business/sales activities by understanding your competitors' businesses better.

Recognize potential partnerships and suppliers.

## **KEY HIGHLIGHTS**

Synovus Financial Corp. (Synovus) is a bank holding company offering retail, business, and corporate banking services. Retail banking offers checking, savings and money market accounts, home equity loans, lines of credit, wealth management, insurance, investment services and trust services. Business banking comprises of business checking accounts, cash flow management, real estate finance, portfolio management, employee benefits management, and succession planning. Corporate banking offers equipment finance, asset based lending, trade finance, correspondent banking, capital market trading, and institutional trust services along with other products and services offered by business banking. It also provides credit and debit cards, mobile banking, online banking services and ATM services. The company operates through a network of branches in Georgia, Florida, Alabama, South Carolina and Tennessee. Synovus is headquartered in Columbus, Georgia, the US.

## Contents

### **1 SYNOVUS FINANCIAL CORP. - BUSINESS ANALYSIS**

- 1.1 Synovus Financial Corp. - Company Overview
- 1.2 Synovus Financial Corp. - Business Description
- 1.3 Synovus Financial Corp. - Major Products and Services

### **2 SYNOVUS FINANCIAL CORP. - ANALYSIS OF KEY PERFORMANCE INDICATORS**

- 2.1 Synovus Financial Corp. - Five Year Snapshot: Overview of Financial and Operational Performance Indicators
- 2.2 Synovus Financial Corp. - Key Financial Performance Indicators
  - 2.2.1 Synovus Financial Corp. - Total Income and Net Profit Margin
  - 2.2.2 Synovus Financial Corp. - Asset and Liabilities
  - 2.2.3 Synovus Financial Corp. - Gearing Ratio
  - 2.2.4 Synovus Financial Corp. - Valuation
- 2.3 Synovus Financial Corp. - Competitive Benchmarking
  - 2.3.1 Synovus Financial Corp. - Market Capitalization
  - 2.3.2 Synovus Financial Corp. - Efficiency
  - 2.3.3 Synovus Financial Corp. - Valuation

### **3 SYNOVUS FINANCIAL CORP. - MERGERS & ACQUISITIONS AND PARTNERSHIPS**

- 3.1 Synovus Financial Corp. - M&A and Partnerships Strategy

### **4 SYNOVUS FINANCIAL CORP. - RECENT DEVELOPMENTS**

### **5 SYNOVUS FINANCIAL CORP. - SWOT ANALYSIS**

- 5.1 Synovus Financial Corp. - SWOT Analysis - Overview
- 5.2 Synovus Financial Corp. - Strengths
- 5.3 Synovus Financial Corp. - Weaknesses
- 5.4 Synovus Financial Corp. - Opportunities
- 5.5 Synovus Financial Corp. - Threats

### **6 SYNOVUS FINANCIAL CORP. - COMPANY STATEMENT**

## **7 SYNOVUS FINANCIAL CORP. - HISTORY**

## **8 SYNOVUS FINANCIAL CORP. - KEY EMPLOYEES**

## **9 SYNOVUS FINANCIAL CORP. - KEY EMPLOYEE BIOGRAPHIES**

## **10 SYNOVUS FINANCIAL CORP. - LOCATIONS AND SUBSIDIARIES**

10.1 Synovus Financial Corp. - Head Office

10.2 Synovus Financial Corp. - Other Locations and Subsidiaries

## **11 APPENDIX**

11.1 Methodology

11.2 Ratio Definitions

11.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1: Synovus Financial Corp. - Major Products and Services

Table 2: Synovus Financial Corp. - Key Ratios - Annual

Table 3: Synovus Financial Corp. - Key Ratios - Interim

Table 4: Synovus Financial Corp. - Key Capital Market Indicators

Table 5: Synovus Financial Corp. - History

Table 6: Synovus Financial Corp. - Key Employees

Table 7: Synovus Financial Corp. - Key Employee Biographies

Table 8: Synovus Financial Corp. - Subsidiaries

## List Of Figures

### LIST OF FIGURES

Figure 1: Synovus Financial Corp. - Total Income and Net Profit

Figure 2: Synovus Financial Corp. - Financial Position

Figure 3: Synovus Financial Corp. - Gearing Ratio

Figure 4: Synovus Financial Corp. - Valuation

Figure 5: Synovus Financial Corp. - Market Capitalization

Figure 6: Synovus Financial Corp. - Efficiency

Figure 7: Synovus Financial Corp. - Valuation

### COMPANIES MENTIONED

Synovus Financial Corp.

## I would like to order

Product name: Synovus Financial Corp. (SNV): Company Profile and SWOT Analysis

Product link: <https://marketpublishers.com/r/S79320DA652EN.html>

Price: US\$ 125.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S79320DA652EN.html>