

SWOT ANALYSIS

This analysis will show the strength, weaknesses, opportunities and threats that this new enterprise will face. The aim is to prepare them efficiently in entering the competitive market. The different steps of the analysis is as follows:

A. STRENGTH :

The strengths that should be developed if not already there for this new banking enterprise is as follows: the cost reduction, the improved customer loyalty, the time saving, the commercial effectiveness that is, improved conversion rate and finally their efficient strategic vision. These different points will help this enterprise enter the market in an efficient manner because the existing banks all face those problems so being a solution to those problems will add them visibility.

The usage of fresh technological tools in their branding and in their enterprise will help them. Being concentrated on technology and innovations.

B. WEAKNESSES :

The weaknesses they have is that they are still young and need to make their name grow. The first months will not be easy but that is where the work is more concentrated. They have competitors who are present for a long time now.

C. OPPORTUNITIES :

In this digitalizing market, the opportunity they have will be large public they can attain thanks to social media. By doing some boosts and social media advertisement, they have a larger audience and can you use all kinds of tools to make their name grow. Partnerships will also boost the enterprise.

D. THREATS :

The will face cybersecurity so will have to have qualified engineers and will handle that. They might also receive threats from larger banks and will have to stay firm and not be intimidated by all of them.

Copywriting for emails :

Hello Dear customer,

Welcome to BankingGo — the smarter, faster way to manage your money.

We noticed you started your journey with us, and we want to make sure you don't miss out on what we've prepared for you.

 **Your Exclusive BankingGo Offer**

Activate your account today and enjoy:

- **3 months of free banking**
 - **Free virtual debit card**
 - **Welcome bonus on your first transaction**
-

 **Friendly Reminder**

Your account setup is almost complete.

It takes less than 5 minutes to activate — no paperwork, no queues.

Don't let your offer expire.

 **What Happens After Activation?**

Once you're in, you can:

- **Send and receive money instantly**
 - **Track expenses with AI-powered insights**
 - **Save automatically with smart goals**
 - **Access instant credit when you need it**
-

 **[Activate My BankingGo Account]**

Your money should move at your pace.

Go smarter. Go faster. Go BankingGo.

— The BankingGo Team

WhatsApp post :

 **Meet BankingGo — Smart Banking, On the Go**

Open your account in minutes and enjoy:

 **3 months of FREE banking**

 **Free virtual debit card**

 **Welcome bonus on your first transaction**

 **Activation takes less than 5 minutes — no paperwork, no queues.**

 **Get started now: [My Link]**

Bank smarter. Go faster. Go BankingGo.

LinkedIn post :

 **Introducing BankingGo — The Future of Digital Banking**

At BankingGo, we believe banking should be simple, fast, and intelligent.

 **Launch Offer:**

- 3 months of free banking
- Free virtual debit card
- Welcome bonus on first transaction

 Account activation takes less than 5 minutes — fully digital, no paperwork.

From smart payments to AI-powered insights, BankingGo helps you take control of your finances.

 Start your journey today: [The link]

Bank smarter. Go BankingGo.