

SWOT ANALYSIS

Strengths

- ❖ Strong Management

With a strong management system, a financial company does very well.

- ❖ Supply Chain

An efficient and effective supply chain ensures financial services are delivered in a timely manner.

- ❖ Unique Products

The financial industry is already flooded. Any uniqueness in the products offered can actually boost customer base. Companies can choose to vary their financing prices and options.

- ❖ Economies of Scale

A company can cut on its costs by improving their sizes. Bigger firms are at advantage of getting discounts, leverage, bills among others.

- ❖ Brand Name

With a strong brand name come customer confidence and a good reputation for the company. It not only allows firms to charge high prices for their products, but also customer base increases and a higher value is given to the goodwill.