

INTRODUCTION

OVERVIEW:

While the revenue distribution per business segment is different for all banks, the approximate breakdown by business segment is as follows:

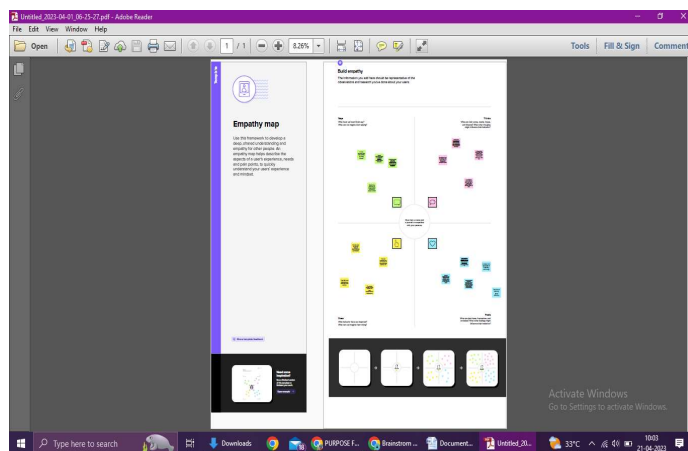


PURPOSE:

- “Financial services companies have a unique opportunity to address major societal issues, while also nurturing new markets and generating profit,” says Monica O’Reilly, vice chair at Deloitte in her recent [BankThink article](#). “Companies can – and should – aspire to this, as it is an opportunity to not only benefit shareholders but also to collaborate with other key stakeholders.”
- In our coverage on how banking can live the [power of purpose](#), we discussed the principles underpinning a purpose mindset. More than cultural and societal, there are demonstrable business opportunities that come from purpose. O’Reilly says, “We call it a ‘higher bottom line’ of human-centered capitalism.”

DEFINITION & DESIGN THINKING:

EMPATHY MAP:



- The qualifications for loans are relatively standard across most banks. Modern establishments have broken this cycle by increasing accessibility to loans and offering more reasonable requirements.
- ***Three: Propelling the economy forward.***
- Banks often act as lenders for large amounts of capital to various economic sectors like agriculture and small businesses, which, in turn, raises employment rates and spending power.
- The government expects banks to support particular facets of society. Rural or underdeveloped communities and industries are two such areas. Investing and approving loans in these areas increases development and modernization while building local branches to improve access to banking services.

DISADVANTAGES:

- if customers spend less or decide to withdraw their money out of fear that the bank will go bankrupt. This can occur in a crashing economy, as seen during the Great Depression.
- ***Two: The risk of click fraud and robberies.***
- Online banking is extremely convenient. With the of a button, you can withdraw or transfer money, set up a new checking account or savings account, or pay your monthly balance off.
- Unfortunately, this also means that it's far easier for another party to access your information. Cybercrime and identity theft have been increasing over the years. Banks have increased their safety precautions and, therefore, they also charge customers more money.

APPLICATIONS:

- The penetration of the Internet is very high in The Netherlands. You will find that most people will have a broadband Internet

connection, have one or more mobile phones, and are using online banking applications and other Web sites. The Dutch society is very internationally focused, especially in the urban areas of the country.

- Usability labs can be found in the major cities such as Amsterdam, Rotterdam, Utrecht, Eindhoven, and Groningen. However, most usability tests in The Netherlands will be conducted in an area called the “Randstad.” This is a conurbation in The Netherlands that consists of the four largest Dutch cities (Amsterdam, Rotterdam, The Hague, and Utrecht) and the surrounding areas. With approximately 8 million inhabitants, this area comprises almost half of the population of The Netherlands. Generally, there is not much difference between cities that are part of the Randstad

CONCLUSION:

- In developed countries, most banking innovations take place between 1850 and 1900 when the leading banks introduce deposit taking and client monitoring, tools for improving the efficiency of accounting systems and business practices, preparing them for the adoption of a joint-stock ownership structure, and again after the turning period (1960–90) when they develop new services such as credit cards and consumer credits, become globalized and take advantage of new information technologies to move toward a more efficient organization of work.

FUTURE SCOPE:

- Banking is a sector that deals with financial transactions and services. They can be classified into several types, including retail, commercial, and investment banks. It offers a wide range of career

opportunities for people with different educational backgrounds and skills. If you are interested in finance and economics, banking can be a promising career path for you.

- One of the benefits of a career in banking is job security. Banks are an essential part of the economy and are unlikely to disappear anytime soon. Moreover, the banking sector has a strong regulatory framework that ensures the stability and safety of financial institutions.
- Another advantage of working in banking is the potential for career growth. Many banks offer training and development programs that allow employees to acquire