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CANADIAN IMPERIAL BANK OF COMMERCE (CIBC) SWOT & PESTLE ANALYSIS

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Company Name : Canadian Imperial Bank of Commerce (CIBC)

Company Sector : Banking and Finance

Operating Geography : Canada, United States of America

About the Company :

The Canadian Imperial Bank of Commerce or CIBC is a Canadian multinational banking and financial services corporation. The company was formed on June 1, 1961 after the merger of the Canadian Bank of Commerce and the Imperial Bank of Canada. It is headquartered in Toronto, Ontario. It provides its products and services through its three segments: Personal and Business Banking, Commercial Banking and Wealth Management, and Capital Markets businesses. With the help of its 45,000 employees the company provides a wide range of financial products and services to around 11 million personal banking, business, public sector and institutional clients in Canada, U.S and other countries. In 2021, the company was ranked #1 in Digital Satisfaction for Mobile Banking by J.D Power, mobile banking experience in Surviscor's 2021 Mobile Banking Review, and Forrester's Digital Experience Review: Canadian Mobile Banking App Review. For two consecutive years it is being recognized as the Best Consumer Digital Bank in North America by Global Finance.

CIBC's unique selling proposition or USP lies in being a leading North American financial

institution committed to create enduring values for its stakeholders, including clients, team, communities and shareholders. CIBC's vision statements reads, "to be the leader in client relationships".

Revenue :

Canadian \$ 20.00 billion – as of 31st October 2021 (YoY growth 6.95%)

Canadian \$ 18.70 billion – as of 31st October 2020

SWOT Analysis :

The SWOT Analysis for Canadian Imperial Bank of Commerce (CIBC) is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. One of the leading Canadian financial institutions with a well-established network 2. Innovative and diversified product portfolio 3. Excellent client experience despite COVID-19 pandemic 4. Strong capital position and financial responsibility 5. Digitally modernized to protect and analyze client data 	<ol style="list-style-type: none"> 1. Facing higher costs due to spending on geographic expansion
Opportunities	Threats
<ol style="list-style-type: none"> 1. Continue growth in regional expansion markets such as Florida and Texas 2. Disciplined growth in Commercial Banking and greater scale in Private Wealth Management 3. Improve efficiency through data and technology to support growth 4. Modernizing consumer and commercial digital platforms and enhancing data-driven decision making 	<ol style="list-style-type: none"> 1. Risk of disintermediation 2. Resurging oil prices is causing negatively impact on energy trading 3. Rising interest rates in early 2022 may impact banking activity 4. Extreme flooding in British Columbia may slow growth in Q4FY2021

PESTLE Analysis :

The PESTLE Analysis for Canadian Imperial Bank of Commerce (CIBC) is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Global uncertainty and market repercussions pertaining to the spread of COVID-19 2.Reforms in interest rates benchmarks such as LIBOR 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Canadian consumer debt and the housing market 2.High volatility in commodity prices and interest rates
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.COVID-19 pandemic calls for long-term uncertainty on scarring in economy 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Digital transformation of consumer services in banking 2.Heavy investment by the banking sector in data analytics, AI, machine learning, etc.
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Commercial banks are subject to US banking regulation 2.Tax reforms in the country impact banks 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Pressure on ESG & sustainable growth post COP26 2.Climate-conscious reforms for communities are being emphasized

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