
S&P TEST

SWOT & PESTLE.com

SIAM COMMERCIAL BANK SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Siam Commercial Bank

Company Sector : Banking & Finance

Operating Geography : Thailand, Asia

About the Company : Siam Commercial Bank is a major universal bank that provides a comprehensive range of products and services to fulfil the needs of all customers, including deposits and loans. It is a Thai bank and was founded on 30 January 1907. The bank has its headquarters in SCB Park Plaza, Chatuchak, Bangkok, Thailand. Home loans, personal credit, automobile rental purchase, credit cards, ATM cards, debit cards, currency exchange facilities, and foreign remittances are among the bank's retail services. The Bank provides cash management services, lending products, international trade financing, treasury products, debt and capital market products, corporate advice, investment banking, and other services to corporate and SME customers. The Bank was recognized with three best investment banking awards, namely Best Equity Bank in Asia-Pacific and Best Investment Bank in Thailand from the World's Best Investment Bank Awards 2020 held by Global Finance, and Corporate & Investment, reinforcing the world's acknowledgement of its strength.

The Unique Selling Proposition of SCB is that it has played a major role in delivering the financial services required in Thailand over the course of its more than 110-year history, building substantial experience in the process. SCB's mission statement reads "Entrust on high satisfaction towards all group of stakeholders i.e. employee, customers, shareholders, and investors. Embrace on rapid changes with an optimal technology advancement and management adoption to enhance efficiency. Embark on a total value proposition to all existing and prospect customers." SCB's vision is to serve as "The Most Admired Bank".

Revenue :

฿144.8 billion - FY ending 31st March 2020 (y-o-y growth -12.82%)

฿166.1billion - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Siam Commercial Bank is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.One of the biggest banks in Thailand with established connections in the market 2.Nifty digital ecosystem offered by the bank 3.Universal focus on all sectors in banking 	<ul style="list-style-type: none"> 1.Poor banking operations induced declining reputation and public confidence
Opportunities	Threats
<ul style="list-style-type: none"> 1.Gradual comeback of travel spending will accentuate 2.Attention to sustainable growth for ESG-conscious investors 3.Rising household debt is being used to enter the microfinance market 4.Economic recovery signals higher volume of unsecured loans 	<ul style="list-style-type: none"> 1.COVID-19 has generated instability in the market 2.Risk of increasing instances of bad loans in commercial banks 3.Impairment in real-estate market value can hugely affect the Bank's financial stand

PESTLE Analysis :

The PESTLE Analysis for Siam Commercial Bank is given below:

Political	Economical
1.Anti-government protests in Thailand are risking administrative stability	1.Banking performance to remain slow in Thailand 2.Aid to farmers will increase banking activity 3.Interest rates to remain tight ahead of economic recovery
Social	Technological
1.Thai consumer spending habits changed since the Covid -19 Pandemic 2.Bank of Thailand to closely watch consumption behaviour	1.Thai Central bank to launch digital currency by 2022
Legal	Environmental
1.Crypto currency is a major source of concern for governments and banks 2.Rise of interest in digital currency 3.Decline in net interest income due to low interest rate environment	1.Pressure on ESG bonds & sustainable growth 2.Emphasis on climate-change related reforms for local communities

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Siam Commercial Bank** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com