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## NABIL BANK LIMITED SWOT & PESTLE ANALYSIS

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**Company Name :** Nabil Bank Limited

**Company Sector :** Banking and Finance

**Operating Geography :** Nepal, Asia

**About the Company :** Nabil Bank Limited is a Nepalese commercial bank. The bank has branches all over the country and is headquartered in Kathmandu. On July 12, 1984, it became the first bank in Nepal to be established by transnational (mainly foreign) investors (as Nepal Arab Bank Ltd). The bank was founded to provide businesses with modern, international-standard financial services. Through its 118 sites of representation, Nabil offers a broad range of commercial banking services. Nabil also has a national presence through its Nabil Remit agents, which number over 1500. A highly qualified and experienced management team oversees the bank's operations, including day-to-day operations and risk management. The bank is equipped with cutting-edge technology, including international banking software that allows E-channels and E-transactions. Based on geographic location, the company comprises seven segments. The Province 3 region earns the most revenue. Financial Intermediation, Treasury Operations, Trade Finance Operations, Cards, e-banking, and alternative channels are some of the company's products and services. General Savings, Fixed Deposit Accounts, Housing Loans, Education Loans, Online Account Management, Merchant Payment Service, and other services are among the company's offerings. Financial Intermediation provides the majority of its income. As of early 2022, NABIL BANK employs 100 people across all of its branches.

Nabil Bank Limited's Unique Selling Point or USP lies in it being the nation's first private sector bank. The mission statement of the company reads, "Nabil is moving forward with a Mission to be "1st Choice Provider of Complete Financial Solutions" for all its stakeholders; Customers, Shareholders, Regulators, Communities and Staff."

**Revenue :**

NPR 9,124 million (total operating income cash basis) - FY ending mid-July 2020 (y-o-y growth

-2.19%)

NPR 9,329 million (total operating income cash basis) - FY ending mid-July 2019

## SWOT Analysis :

The SWOT Analysis for Nabil Bank Limited is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Robust financial positions and capital ratios</li> <li>2. Leading commercial bank in Nepal</li> <li>3. Actively works towards meeting CSR goals</li> <li>4. Multiple bank branches in urban and rural areas</li> <li>5. Strong performance during pandemic with 18% growth in balance sheet</li> </ol>	<ol style="list-style-type: none"> <li>1. No international branches for citizens living abroad</li> <li>2. Investment banking division shows weak performance</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Extending credit facilities to weaker sections of society</li> <li>2. Improving electronic banking platform</li> <li>3. Opening branches in remote parts of the country</li> </ol>	<ol style="list-style-type: none"> <li>1. Pandemic and subsequent lockdowns lead to disruptions in economic activities</li> <li>2. Instability in interest rates and exchange rates</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Nabil Bank Limited is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Size of Refinance Fund for banks increased</li> <li>2. In April 2020, government temporarily banned import of luxury goods</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Uncertain macroeconomic scenario for FY20/21 due to COVID-19</li> <li>2. Rise in exports and fall in imports improving Nepal's trade deficit</li> <li>3. Rise in consumer inflation</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Increase in demand for digital banking services</li> <li>2. Rise in demand for loans from women small business owners</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Blockchain technology will help banks easily detect frauds</li> <li>2. AI enabled banking models will improve customer experience</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Nepal Rashtra Bank relaxed liquidity regulations for banks and financial institutions</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Bank has provided loans for several renewable energy projects</li> <li>2. Growth of e-banking will minimize use of paper and fuel costs</li> </ol>

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Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)