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## COMMERZBANK SWOT & PESTLE ANALYSIS

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**Company Name :** Commerzbank

**Company Sector :** Banking and Financial Services

**Operating Geography :** Europe, Germany

**About the Company :** Commerzbank is a financial and banking services company. It was founded in 1870 and its headquarters are located in Frankfurt, Germany. It is the second largest bank of Germany. It provides various services which includes investment banking, asset management, retail and commercial financing services and private banking services. It has around 49,941 employees in more than 50 countries as of 2016.

**Revenue :**\$15.94 billion as of 2016

## SWOT Analysis :

The SWOT Analysis for Commerzbank is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Dense network of branches</li> <li>2.Best bank in German SMEs viewpoint.</li> <li>3.Effective and dominant in online banking</li> <li>4.Strong Brand position in domestic market</li> <li>5.Reduced labour cost improved the efficiency by reducing the operating cost</li> </ul>	<ul style="list-style-type: none"> <li>1.The total assets of the company is degrading.</li> <li>2.Brexit affected the profit as regulatory changes will hinder the growth</li> <li>3.Weak market and Restructuring led to loss of Revenue</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Alliance with other banks can lead to expansion as well as stability</li> <li>2.Better investment options in Europe</li> </ul>	<ul style="list-style-type: none"> <li>1.The business performance will be affected by low interest rates, volatile capital markets and mood of caution across customers</li> <li>2.Damaged Euro-US relations may lead to loss of clients</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Commerzbank is given below:

Political	Economical
1.Further weakening of US-Euro ties 2.Impact of Brexit in revival of usual workflow	1.Low Interest rates brings profit to Commerzbank 2.Weakening of Pound against Dollar as a result of Brexit
Social	Technological
1.More jobs to come in Germany due to relocation of head quarters of major organizations from London to Frankfurt	1.Banks will require to invest more to keep pace with fast evolving payment technologies
Legal	Environmental
1.Basel IV reforms are going to impact European banks heavily	1.Adaptations of Energy conservation and Climate neutrality worldwide

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