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## QATAR NATIONAL BANK (QNB GROUP) SWOT & PESTLE ANALYSIS

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**Company Name :** Qatar National Bank (QNB Group)

**Company Sector :** Banking and Financial Services

**Operating Geography :** Global commercial bank with headquarters at Doha, Qatar

**About the Company :** Being established as Qatar's first commercial bank in the year 1964, Qatar National Bank (QNB Group), with various mergers and acquisitions had steadily grown to be the largest financial institution in the Middle-East Asia and Africa region and the biggest bank in Qatar. QNB group has successfully established its presence in over 31 countries worldwide as of 2019 with the help of its subsidiaries and associate companies. Being one of the highest rated regional banks, QNB provides its clients with a vast range of investment banking services through QNB Capital and world-class multi-market brokerage services through QNB Financial Service. The company successfully maintains a strong financial performance and is ranked as the most valuable bank of MEASEA region as of 2018 according to Brand Finance Magazine. QNB's vision is "to become a leading MEASEA bank by 2020 and global bank by 2030."

**Revenue :**

Operating Income

QR 24.5 billion - FY ended December 31, 2018

**SWOT Analysis :**

The SWOT Analysis for Qatar National Bank (QNB Group) is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Vast geographical coverage</li> <li>2.Regional market leadership</li> <li>3.Comprehensive products and services</li> <li>4.Brand recognition with strong credit ratings</li> <li>5.World-class technology infrastructure</li> <li>6.Holistic innovation approach</li> </ol>	<ol style="list-style-type: none"> <li>1.Less diversity in workforce</li> <li>2.Effect of Turkish economic crisis</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Expanding economies and globalization</li> <li>2.Uncovered attractive markets in Asia and Africa</li> <li>3.Focus on delivering premium customer experience</li> </ol>	<ol style="list-style-type: none"> <li>1.Intense regional competition</li> <li>2.Fluctuating exchange rate</li> <li>3.Shortage of skills requirement</li> <li>4.Impact of GCC blockade of Qatar</li> <li>5.Growing risk from real estate downturn</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Qatar National Bank (QNB Group) is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Impact of geopolitical risks</li> <li>2.Political risks pertaining to GCC region</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Impact of exchange rate fluctuations</li> <li>2.Impact of blockade on Qatar's economy</li> <li>3.Global macroeconomic environment and banking sector</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Employment and income levels</li> <li>2.Impact of education and culture on workplace</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Technological advancements increasing customer experience</li> <li>2.Focus on technology and innovation</li> <li>3.Continuously evolving focus on cybersecurity</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Evolving government regulations</li> <li>2.Exposure to regulatory risk and laws</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Initiatives to address environmental challenges</li> <li>2.Sustainable financial performance</li> </ol>

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