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BANK MUSCAT SWOT & PESTLE ANALYSIS

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Company Name : Bank Muscat

Company Sector : Banking and Financial Services

Operating Geography : Asia, Oman, Middle East

About the Company : With assets of over 11.9 billion USD, and a presence through 100 branches, 280 ATMs and a strategic stake in Bank Muscat International (BMI), Bank Muscat is the largest bank in Oman. The bank is headquartered at Seeb. It was founded in 1982. The Bank employs 3,712 persons.

Revenue :Operating Income US \$ 1058 million (FY ending Dec 2015)

SWOT Analysis :

The SWOT Analysis for Bank Muscat is given below:

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> 1.Flagship financial institution in Oman 2.Strong financial fundamentals 3.Successful Islamic Banking Operations 4.Large corporate clientele 5.Technology investments | <ul style="list-style-type: none"> 1.Low fee based income |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Vision 2020 Oman 2.Oman's demographics 3.Industrial and infrastructure projects 4.Regional expansion | <ul style="list-style-type: none"> 1.Short term economic shocks 2.Turmoil in the Middle East |

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