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AGRICULTURAL BANK OF CHINA SWOT & PESTLE ANALYSIS

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Company Name : Agricultural Bank of China

Company Sector : Banking and Financial Services

Operating Geography : Asia, China

About the Company :

Agricultural Bank of China (ABC), formerly known as Agricultural Cooperative Bank was founded on July 10, 1951 and is headquartered at Beijing, China. The Bank has evolved from a state-owned specialized bank to a wholly state-owned commercial bank and subsequently a state-controlled commercial bank. It deals with commercial banking and financial services. The ABC Bank launched its initial public offering on the Shanghai Stock Exchange and the Hong Kong Stock Exchange on July, 2010 and this signified its complete transformation into a public shareholding commercial bank. It was recognized as one of the Global Systemically Important Banks in 2014. It ranks No. 40 in Fortune's Global 500, and ranked No.6 in the Banker's Top 1000 World Banks list in terms of Tier 1 capital in. It is 3rd amongst the largest banks in China and in the world in terms of asset size. The bank has 862 million retail customers, 9364.9 thousand corporate clients, and nearly 24,000 branches Agricultural Bank of China employs around 452,000 people as of 2023.

ABC's unique selling proposition lies in its extensive branch network and tailored financial services for the agricultural sector. Its mission is to contribute to the development of the Chinese economy, while its vision is to be a premier bank driving financial inclusivity and prosperity, both domestically and internationally.

Revenue :

725.499 billion RMB – FY ending 31st Dec 2022 (y-o-y growth 0.5%)

721.746 billion RMB – FY ending 31st Dec 2021

SWOT Analysis :

The SWOT Analysis for Agricultural Bank of China is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Third largest bank in terms of asset size in China and the world 2.Comprehensive business portfolio 3.It has extensive distribution network 4.Growth in cross-border financial services 5.The asset quality is stable 6.Effective risk management policies 	<ul style="list-style-type: none"> 1.High on non-performing loans ratio 2.Weak Presence outside China
Opportunities	Threats
<ul style="list-style-type: none"> 1.Innovation in E-commerce and third-party platform services 2.Synchronous development strategy 3.Enhanced service to county areas 4.Growth across new areas like FinTech can provide new growth opportunities 	<ul style="list-style-type: none"> 1.Economy slowdown of China 2.Tightened regulatory constraints on capital requirements and interest rate liberalization in China 3.Competitor threats of other Chinese banks and foreign financial institutions

PESTLE Analysis :

The PESTLE Analysis for Agricultural Bank of China is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Prudent policy approach by the government of China 2.China is setting up a new financial regulator as a policy reform 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Chinese economy is facing turmoil after the covid wave 2.China is likely to boost its economy by speeding up infrastructure development
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Increasing household consumption 2.Spiralling urban employment population 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Focus in e-commerce and technology to promote innovation 2.New technologies like AI/ML are giving a boost to the FinTech industry
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.China has passed new personal data privacy law 2.China has passed additional regulations for systematically important banks 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Financial institutions are also joining the race of adopting sustainable method of operations

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