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CHINA CONSTRUCTION BANK SWOT & PESTLE ANALYSIS

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Company Name: China Construction Bank

Company Sector : Banking and Financial Services

Operating Geography: Asia, China

About the Company: The People's Construction Bank of China was founded in 1954. It was initially a State owned bank under the Ministry of Finance of the country. In 1979, it gradually began to assume more commercial powers. With the establishment of China Development Bank in 1994, the bank attained a full commercial bank's status. The People's Construction Bank of China became China Construction Bank in 1996. The headquarters are located in Beijing and it employs 3,69,183 persons as of 2015.

Revenue:



SWOT Analysis:

The SWOT Analysis for China Construction Bank is given below:

Strengths	Weaknesses
1. Strong brand value	1. Over-exposure to real estate and
2. Comprehensive product offerings	construction
3. Integration with e-commerce	2. Reduced capital adequacy ratio
4. Large market capitalization	3. Exodus of middle level managers
Opportunities	Threats
1. One of the Big 4 banks	1. Change in pay structure
2. Expansion opportunities abroad	2. Rise in bad debts
3. Shift towards electronic banking	3. Domestic growth slowdown

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