

---

# S&P TEST

SWOT & PESTLE.com

---

## VIETINBANK SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Vietinbank

**Company Sector :** Banking and Financial Services

**Operating Geography :** Vietnam, Asia, Global

**About the Company :**

Vietinbank is a state-owned Vietnamese bank that provides internet banking and loan services. The company offers insurance products and services such as health insurance, car insurance, private home, travel, borrower and business insurance. Vietinbank operates through the following segments: Banking financial services, Non-banking financial services and others. Vietinbank is headquartered in Hanoi, Vietnam, with about 140 branches and 700 transaction centers as of 2020. The Vietnam Industrial and Commercial Bank was established by the State Bank of India in 1991. The company was created in 1988, after its separation from the State Bank of Vietnam and its transformation from a one-tier into a two-tier bank. Vietinbank expanded its business by initiating partnerships with various companies such as The International Finance Corporation, acquiring 10% of its shares and Mitsubishi UFJ Financial Group. Vietinbank stock has officially traded on Ho Chi Minh City Stock Exchange (HOSE) since 16th July 2009. Vietinbank was honored with the title of the Best Trade Finance Bank in Vietnam at the Asian Banker Transaction Awards 2019. VietinBank launched its FX Online 24/7 service in January 2022, allowing customers to access foreign exchange (FX) services at any time and from any location through transaction platforms such as VietinBank eFAST and VietinBank iPay.

Vietinbank's unique selling proposition or USP lies in being one of the four largest State-owned commercial banks of Vietnam. Vietinbank's mission statement reads, "To become the leading financial and banking corporation in Vietnam that operates in diverse areas, as well as provides products and services that conform to international standards, aiming to improve the values of life."

**Revenue :**

VND 53,149 billion – FY ended December 31st 2021 (y-o-y growth of 17.2%)

VND 45,349 billion – FY ended December 31st 2020

## SWOT Analysis :

The SWOT Analysis for Vietinbank is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong and effective organizational structure to optimize operations.</li> <li>2.Best foreign exchange provider in Vietnam.</li> <li>3.Impressive business performance has led to upgradation of ratings by Moody's and Fitch</li> <li>4.VietinBank has received multiple awards and accolades.</li> <li>5.Strong performance by subsidiaries leading to increase in overall revenue</li> </ul>	<ul style="list-style-type: none"> <li>1.Increasing bad loans is worsening the capital reserve of bank</li> <li>2.Fraudulent activity has impacted reputation of the bank</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Venturing into investment banking considering Vietnam is a growing market of SouthEast Asia.</li> <li>2.Asset management will be the game changer in terms of revenue generation.</li> <li>3.Introduction of design thinking into products and services will result in market growth.</li> </ul>	<ul style="list-style-type: none"> <li>1.Competitors are far ahead in terms of digitization and cyber security</li> <li>2.Entry of neo-banks in the market will bring disruption</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Vietinbank is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.China's military drills in South China Sea may lead to increase in regional political tensions</p> <p>2.The US China trade war is boosting the growth of the Vietnamese market.</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Fastest growing economy in SouthEast Asia to boost the banking sector.</p> <p>2.Banking and financial sector attracting investors</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Transformation in way consumers and businesses use banking services</p> <p>2.Increase in consumer expenditure in Vietnamese markets</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Digital banking implemented to improve customer experience</p> <p>2.Artificial Intelligence deployment to be used for data analysis</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Vietnam's new regulatory changes to impact market growth</p> <p>2.Banking regulations in Vietnam needs to adopt international standards</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Combating climate change through Green Credit program</p> <p>2.Investment opportunities in Green Bonds segment</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Vietinbank** SWOT & PESTLE Analysis is a paid report at **14.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2025 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)