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HALYK BANK SWOT & PESTLE ANALYSIS

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Company Name : Halyk Bank

Company Sector : Banking and Financial Services

Operating Geography : Kazakhstan and Central Asia

About the Company : Halyk Bank, headquartered in the city of Almaty in Kazakhstan, has branches in Russia, Tajikistan, Georgia, Kyrgyzstan and Uzbekistan. It is one of the largest commercial savings bank of Kazakhstan founded in 1923. The bank is the legal successor of the Soviet-era Sberbank in Kazakhstan. Halyk Bank offers foreign currency exchange services, various commercial, corporate and retail banking services, custodial services and securities brokerage. Halyk Bank merged with Kazkommertsbank on 27 July 2018. It has been awarded with two prestigious awards by 'Global Finance' - a renowned international magazine, bestowing it with titles running as "Best Investment Bank in Kazakhstan 2019" and "Best Equity Bank in Central and East Europe 2019" . In 2020 it was announced as the winner in the "Best Digital Transformation Initiative – Go Digital" category by Global business outlook. As of May 2020, Halyk bank had 16,387 employees.

Halyk Bank's Unique Selling Point or USP lies in it being the largest bank of Kazakhstan, along with having a 35% market share. Halyk Bank's mission statement reads "We create a universal banking facility with a modern technology infrastructure, wide network of branches, highly qualified employees and an effective risk - management system. Our priority is to cooperate with all categories of clients, to offer them competitive products and a quality service. We provide effective placement and increscent of clients funds and shareholders capital. We are opened for all everybody - for clients, shareholders, regulatory bodies."

Revenue :

KZT367,924 million - FY ending 31st December 2019 (y-o-y growth 16.33%)

KZT316,274 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Halyk Bank is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Market leader in Kazakhstan 2. Highly profitable organization 3. High physical presence within the nation 4. Low cost funding to attract borrowers 5. Noteworthy presence in Eurasia 6. Diversification into both banking and non banking financial services 7. Leveraging additional offers with services to attract more customers 8. Methodology to avoid violation of compliances 	<ol style="list-style-type: none"> 1. Low focus towards environmental sustainability 2. Scourged with compliance violations
Opportunities	Threats
<ol style="list-style-type: none"> 1. Poised to benefit from the digital transformation 2. Retail demand benefitting banking sector 	<ol style="list-style-type: none"> 1. Rise of scams and frauds in the banking system 2. Dwindling oil prices winding down the demand from the corporate sector 3. Multiple regulations binding the banking sector

PESTLE Analysis :

The PESTLE Analysis for Halyk Bank is given below:

Political	Economical
1.Higher budgetary stimulus by Kazakh government increasing consumption	1.Stressed banking sector of Kazakhstan after decline in oil prices 2.Covid-19 pandemic scarring Kazakhstan's banking fraternity
Social	Technological
1.Lower age bar boosting banking usage even with low financial literacy in Kazakhstan 2.Covid-19 triggered a surge in online banking requirements in Kazakhstan 3.An atmosphere of Islamic finance/banking looming large in Kazakhstan	1.Usage of all trending transaction methods to ease banking 2.Banking transformation into self helping systems
Legal	Environmental
1.Compliance related to capital management in expansion of business 2.Compliance to be vigilant towards curbing terror funding 3.Compliance to banking code of governance 4.Disclosure of compliance to UK Code of Corporate Governance	1.Kazakhstan willing to become a green economy

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